SOCIAL MEDIA MARKETING

COMPLETE GUIDE 2019

Learn insider tips and tricks for highly optimized Facebook, Pinterest, Instagram and Youtube

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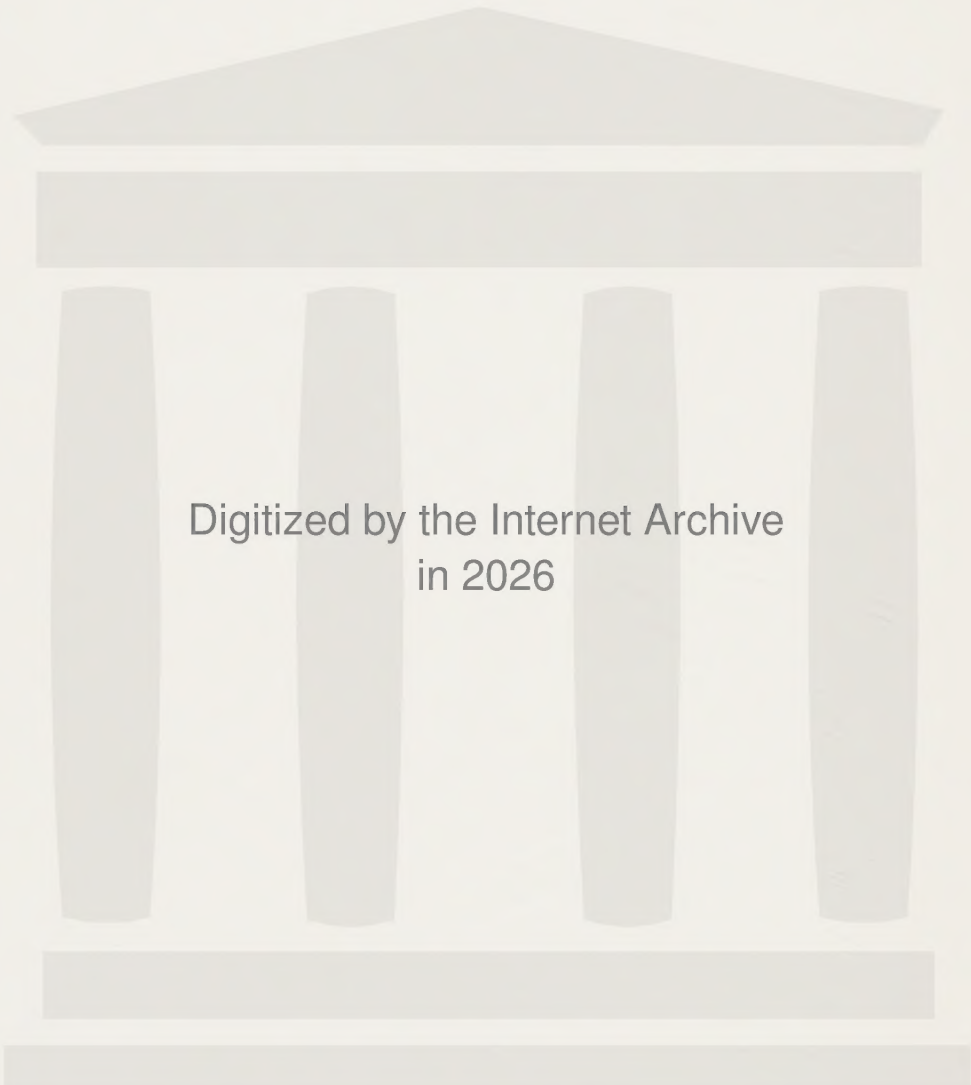
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Chapter 1: The Fundamentals of Social Media Marketing

This book will be covering methods of optimizing four platforms: Facebook, YouTube, Instagram and Pinterest. Each platform will receive its own section, where we will cover all of the tips and tricks to make the most out of each one. However, before we get to the specifics, there are quite a few fundamentals of Social Media Marketing that should be learned and understood before moving into specialization.

This section is dedicated to helping you, the reader, learn how to properly utilize Social Media for the purpose of marketing in all ways. These principles are universal, meaning that regardless of the platform that you use, they are still applicable.

Fundamental One: The Relationship Dynamic

The core of social media marketing is forming relationships with others. Social media itself is a tremendous tool for connection, an innovation that allows for unparalleled access to each other's lives. People engage with social media for a wide variety of reasons, but all of those reasons can be boiled down to one concept: they are looking for connection.

Social media allows us to connect in ways that were unthinkable in previous centuries. The ability to share information at the speed of a button click, the ability to send messages to friends halfway across the world, all of these things are meant to bring people closer together. And for the most part, social media has been wildly successful in connecting us to one another.

When people get on social media, they are looking for different experiences. Some are looking for interesting and engaging content, others are looking for things that make them laugh, but at the core, everyone is searching for something that connects to them on a

deeper level. Even if they can't quite verbalize it, the truth is that people use social media as a means to find something greater than themselves.

It can be easy to approach social media marketing with a callous, removed thought process. Rather than looking at these platforms as ways of connection, we can often make the mistake of looking at them as ways of simply making money. This transactionary approach to social media isn't only ineffective, it's also extremely limiting to your potential as a business. Why? Because if we only look at social media as a means to generate revenue, we are denying the opportunity to form relationships with our customers.

Remember, people use social media because they are looking for some kind of connection. They are looking to form relationships. This might not be readily apparent from the outside, but the fact is that the most basic human need is a need to belong, the need to feel as if they are a part of something.
As a social media marketer, you don't just want sales. Sales are wonderful and vital to your business, but they aren't the only goal. Rather, the end goal of social media marketing is to create strong enough relationships with your customers that they become followers of your company and your brand. In other words, they become members of your tribe.

A tribe member isn't simply a customer, but rather they become an advocate of your product or business. They speak on your behalf. They share your content. When others ask for recommendations, they are quick to share a link to your website. They become ardent followers of your company and continue to buy your products with each release.

No doubt, a tribe member is significantly more important than a simple sale. A sale is a transaction, a tribe member is for life. The question is, how can we get people to follow our tribe? And the answer to that question is, of course, social media.

Social media allows for us to form relationships with our customers in ways that were unheard of even 15 years ago. We can answer questions directly; we can share sneak previews to those who follow our groups and we can show the heart and pulse of our brand

in ways that catch the interest and attention of our followers. More importantly, we can *listen* to what our followers have to say. We can take heed to their words, engage in a dialogue and work with them to create a better future for our company.

For social media marketing efforts to be truly successful, it is necessary to walk the line between advertising and engaging. Of course, you want to advertise your products, get them to visit your links and generate sales, but you cannot neglect the *social* aspect. If you work on forming relationships first, the sales will come rolling in. However, if you neglect building relationships with your customers and only focus on promoting your products, you may get sales, but you certainly won't get tribe members.

So how can we form these relationships? How can we create these bonds that turn a customer into a follower? Let's look at the second fundamental to learn more.

Fundamental Two: Focus on Customers First by Creating Value

When an individual is browsing through social media, they are searching for things that provide them some sort of benefit. We would refer to this benefit simply as value. They are searching for valuable things to them. Different customers find different ideas valuable. For example, a serious businessman would find a blog article about improving office workflow to be of great value. A teenager would find a funny meme to be just as valuable to himself.

Value is what drives engagement. Followers do not engage with content that doesn't provide value to their lives. In other words, unless they are getting something out of the exchange, they won't care. There are a million other things on the internet that they could be looking at, so if it doesn't appeal to them in some way, they will ignore it.
Effective social media marketing requires that we develop a keen understanding of how to create and provide value to our followers. The reason for this is twofold:

1. If a customer finds your content to be valuable, they will follow you.

2. By providing them with something they need, you are signaling that you care about them.

Ineffective social media marketing tends to be highly self-focused. The assumption is that all one needs to do is post a few dozen times a week, all talking about your product or business and the job is done. However, this type of posting strategy doesn't work nearly as well as one would hope. Mainly because people are not interested in what you have to say about yourself, at least until they are interested in you. And the only way to get them interested in you is to provide them with some kind of incentive to pay attention.

Conversational narcissism must be avoided when it comes to social media marketing. It's all well and fine to make a post here and there about your company or products, but if those are the only types of content that you release, people will not take you too seriously.

Instead, you should work to identify what your consumer base values are. After that, you should work to aggregate and create content that reflect these values. Blog posts, articles, pictures and infographics are all excellent types of content that draw the viewer in and gets them to engage with you.

The more that you focus on your customers' needs and wants, the better chances you have of capturing their attention. And once you have their attention, you will be able to then show them your own products or services. In other words, to get what you want, you have to give them what they want. This is the give and take nature of social media. Everyone on Facebook or Instagram is looking for content that provides value to their lives. We'll cover how to provide value in greater detail in the next chapter.

Fundamental Three: Organic Marketing Has A Limit

Organic marketing is the process of marketing through the natural methods of using a social media platform. Making a post that is shown to 300 followers is organic marketing. It happens naturally and costs you nothing. When first getting started, organic marketing has

quite the allure to it. The ability to gain customers without paying a dime sounds too good to be true. And in some ways, it is possible for you to generate customers and sales through organic marketing. The simple act of having a Facebook or Instagram page can bring in potential sales, especially if people are sharing your posts with their friends.

However, there are limits to your ability to market organically. The biggest limit is that all social media companies themselves, Facebook, Twitter, Instagram, are all interested in selling advertising space to companies. That is how these companies make money, they generate large user bases and then sell advertisers ad space to reach that user base. This means that social media platforms have strong incentive to push business accounts towards paying for advertisements. They incentivize this behavior by limiting the amount that an organic, unpaid post can reach. For example, Facebook will limit your ability to reach followers when you post. You may have 1,000 followers, but your post will only show up in about 200 feeds. This is because Facebook doesn't want you using their services for free. They would rather that you pay a fee and promote your post instead, reaching all of your followers.

Ultimately, organic marketing has limitations. You can work for a while, growing your brand, increasing your following and generating sales through unpaid, organic marketing, but it won't nearly be as efficient as paid marketing. On top of that, organic marketing is slower and doesn't yield the same level of results that a highly targeted ad campaign would be. This isn't to say that there is no place for organic marketing, just that you shouldn't expect to be able to seriously market on social media without investing money in ads.

Fundamental Four: Social Media is a Means to an End, Not the End Itself

It can be easy to get caught up in focusing entirely on social media, especially since your task is to market through it. It's easy to get sucked into the idea of wanting to grow your social media pages as much as possible. Getting a lot of likes and page follows can be addicting, and if you're not careful, you could potentially lose sight of the purpose of social media marketing. Social media marketing isn't about increasing your popularity or growing

your page, rather it is about helping customers move through a sales funnel, to the end step of making a conversion.

This means your main focus shouldn't be on simply increasing your popularity on any given platform, rather you should be focusing on developing a system of moving people through each step of the funnel. Social media platforms are incredible tools for creating awareness, excitement and desire for a product, but the goal is to eventually move your follower *off* of social media and onto a platform where you have full control.

Social media is inherently competitive when it comes to attention. A follower may be looking at your post one minute, but the next they may get a message or see another post and become distracted. You only have half of the customer's attention for as long as they are on the social media platform. On top of that, you also have to work with the confines and limitations that these platforms have. You don't have full control, which limits your ability to properly market your products and services.

Instead of looking at social media as the end goal, you should look at it as a means of capturing interest and generating awareness. Then, once that awareness and interest has been captured, social media can *move* these potential customers to your domain, where you will better be able to advertise to them. We'll cover how to do this in depth in the third chapter.

To summarize, the fundamentals of social media marketing is creating relationships, providing followers with valuable content, realizing organic marketing has inherent limitations and that the ultimate end goal is to move customers to your own domains. These are the four basic building blocks to any successful social media marketing campaign. Whether you're using Facebook, Instagram or any other social media platform, these principles apply.

Chapter 2: Create Valuable Content

Social media is powered by sharing content. As discussed in the previous chapter, customers are looking for value. They are looking for some kind of content that adds something to their lives. One of your primary jobs as a social media marketer is to create or aggregate valuable content, so that they can be shared through your chosen social media outlets.

This isn't a simple or easy task, but it is necessary. Content is king, as the old adage goes. As long as you are able to generate unique and valuable content for users, you will be able to capture interest, create leads and gain a following. Ultimately, you will be able to convert those followers into tribe members, especially if your content is good enough to keep them coming back for more and more.

Understanding Content Types:

At the core, content is meant to provide a solution to a customer's problem. In basic terms, the problem is that the customer needs something and the solution is the content you are providing. For example, a common problem is that a customer is bored. You solve that problem by providing content that entertains them. This is the primary way that you will foster connection with customers. Provide good content, gain a follower.

There are several different types of content, geared towards solving different problems. We can break them down into three basic categories: Entertainment, Information and Assistance.

Entertainment:

Entertainment is one of the most universal types of content that exists online. People are always looking for some kind of distraction from their problems and the real world. Entertainment often solves this problem by providing interesting and enjoyable experiences

that make them smile, make them think or make them laugh. Entertainment content can be as simple as a picture of a cat with captions, or as complex as a long YouTube video.

Information:

Education is another extremely popular form of content. The internet has enabled people to learn just about anything out there and millions of people each day are scouring the internet, looking for information about their particular interests or niches. Providing high quality education and information content is a surefire way of developing a steady following.

Assistance:

Assistance is a type of content that is an offshoot of information. Rather than simply just providing information or education, assistance is where you generate content that actively works to solve their problem. This could be a how-to video, a step by step instructional blog post or a visual guide. Assistance content is extremely valuable because it shows that you care enough about your customers to provide them with free ways of solving their own problems.

Collecting Content:

There are two different ways that you can acquire content to be shared through social media. The first is to *aggregate* content, which means that you go online, find a bunch of pre-existing content that does not belong to you and then share it on your page.

Content aggregation is a perfectly fine strategy, provided that you give proper credit to the individuals who actually created the content. You can scour the internet, collect great content and share it with others, all without having to go through the process of creating the content yourself. This is a great way to fill the bulk of your posts with good, relevant content.

There are some downsides to content aggregation. The biggest is that this content won't play into your brand or direct people toward your websites. Rather, these pieces of content will exist simply as a means of generating interest in your profile. You may gain followers out of the deal, but you won't have the opportunity to direct them to your website.

The second type of content is original content, created and produced by you. Original content is extremely valuable, especially in social media platforms, where people often come across the same, unoriginal content over and over again.

Original content allows for you to present your company brand and direct people to your website through the inclusion of watermarks or even direct links to your domains. If people like your content and begin to share it, there is a chance that your content could bring in a wider array of viewers. This could potentially translate to an increased following or even conversions!

The downside to original content creation is that you have to spend time, effort and in some cases, money to be able to create that content. Content comes in all different shapes and sizes, but at the end of the day, it has to be created by hand. Let's take a look at the most popular types of content that can be created.

Blog Posts:

Long form written content remains to be one of the most popular types of content out there. People love to read articles. By utilizing a blog, you can generate blog posts that can then be dispersed through social media. This will achieve two major goals: creating awareness of your business and directing them to your website. Of course, they won't be visiting your website for any other reason than to see your blog, but you have a chance of converting them to at least following your blog for updates periodically. And once they have finished reading the post that interested them, they might poke around some more on your site, which could increase your chances of an organic sale.

Infographics:

Infographics are exceptionally popular because they combine strong visuals with information. People often enjoy reading infographics and are quick to share them, especially if they find them to be well made. Creating infographics does require both visual design skill as well as properly documented sources, which requires research time.

Pictures:

Memes, drawings, illustrations or simple photographs tend to be shared the most due to their simplicity. People can quickly glance at the content, get an understanding of it and then experience wonder, humor or excitement. While pictures most likely won't direct them to your website directly, they are still great ways to entertain your followers and provide them with the content that they care about.

Video:

Videos are another type of popular content that people like to engage with and share. We'll be covering this subject more in depth in the YouTube section, which is the primary outlet for not only creating videos, but also for sharing them through multiple social media platforms.

These four types of content make up what most social media users enjoy interacting with on a daily basis. As a social media marketer, you're going to want to have an established schedule of creating, collecting and releasing these types of content on your chosen platforms. The more content that you are able to release, the more your followers will engage.

It's important to remember that the content you're distributing isn't meant to promote or actively sell your products. Those types of posts aren't considered to be content, rather they are considered to be advertisements. While it's perfectly fine to sprinkle in an ad here or there in your posting schedule, you're going to want to focus primarily on releasing content

that is for the benefit of your followers. This will help generate goodwill, increase their interest in your profile page and gain you followers.

Over time, the more people who engage with your content will become more receptive to the ads that you do end up posting. After all, you have proven to them that you genuinely do care about them by giving them the things that they want. This back and forth, give and take relationship are the backbone of a successful social media marketing strategy.

Chapter 3: Landing Pages

The fourth fundamental behind social media marketing is to keep in mind that social media pages are not the end all, be all of your campaign. The end goal is to get people to convert and the best way that you can achieve this is by moving people *off* of the social media page and onto a website where you have more creative control.

Social media shines in two major areas, creating awareness of a brand and connecting people to one another. However, when you utilize a social media platform, you are agreeing to play by their rules. You have a limited amount of space to get your message across. You can't control the visual design of your pages and you certainly don't have the ability to organize links the way that you want.

A landing page is the solution to this problem. Landing pages allow for you to take control, creating a web page that perfectly speaks to your needs as a business. You will be able to create highly targeted, specific pages that can quickly help a customer convert. In other words, a landing page is the perfect companion to social media, as they can work together brilliantly.

You can use social media to raise awareness of your product or services, then use social media targeted advertising systems to actively encourage viewers to visit your landing pages. Then, when the customer is on the landing page, they will have everything necessary to make a purchasing decision!

Don't fall into the trap of thinking that a social media platform can do everything. The truth is that you need specificity if you're going to be successful as a social media marketer. While each platform has a host of specialties and some are even capable of creating store environments where you can sell your products, you need control more than anything. A landing page is what offers you the ultimate control and flexibility, as you can customize it however you like.

To think about it in football terms, think of the social media platform as the quarterback. It has the ball (potential customer) in hand and wants to throw the ball to the player who has the greatest chance of scoring a touchdown. The landing page, in this scenario, is the player who is able to catch the ball and run it to the endzone, result in a conversion! Both players are necessary, you need the social media platform to capture and take hold of the viewers awareness and attention, but you have to be able to direct them somewhere else for you to have the biggest chance of succeeding in getting a sale.

Now, a landing page can be either a highly specialized webpage created by you, or you can use one of the many different landing page creation websites out there.

The Qualities of a Good Landing Page:

All of the work that you do on social media is meant to help bring customers to become willing to click on your links, to move past the curiosity phase and into the consideration phase, where they begin to consider whether your product or service is worth purchasing. A landing page allows for you to deliver a hyper-focused sales pitch that is meant to seal the deal as quickly as possible. If you want to be successful in creating an effective, high quality landing page, there are a few qualities that your page should have:

Fast Loading:

One of the more troubling aspects of our increasingly connected society is the fact that people's attention spans have lowered significantly. If a website takes more than a few seconds to load, as many as 40% of those viewers will drop off. This is an extremely steep number; you don't want to lose that many people just because your website took too long to load.

The ideal loading time to reach for is under 3 seconds. You can monitor this by using Google Pagespeed Insights to analyze how fast it takes for your website to load. On top of that, these tests will make recommendations for you to make changes in order to increase the speed of your site.

It might seem silly, to try and push your website to load as quickly as possible, but don't neglect it. You don't want to lose out on potential business, just because your landing page took a couple of extra seconds to load.

Hyper-Focus:

A landing page is essentially a big sales pitch. The goal isn't to get the viewer to browse around and look at all the products that you have to offer, nor is it to increase more awareness in your viewer. Rather, the goal is to try and get a conversion from your customer

right then and there. This requires you to have a hyper-focused approach when creating the page.

The first step is to make sure that all distractions are eliminated. Talk only about the product at hand. Don't have a navigation menu at the top, because that could be a potential distraction, even if it leads to your own site. Instead, keep everything tightly designed, making sure you do everything in your power to eliminate anything that could take away from the presentation.

Strong Call to Action:

Part of a good sales pitch is a strong call to action. You want to urge the viewer to take action right then and there, as opposed to later. One of the best ways to call a customer to action is to offer them a discount that is financially appealing and only lasts for a certain amount of time. This can be a great motivator to convince them to click on the buy button.

Striking, Clear Visuals:

Pictures are an important component to selling anything to an individual. People often make judgements based on the pictures that they see, even if it's on an unconscious level. You'll want to make sure that you include high quality, flattering images of your product so that the viewers will have a clear idea of what they're getting.

Be careful not to overdo it with photos, however. You don't want to clutter up the design of your landing page by including too many graphics or worse, unrelated pictures that only serve to distract. Instead, try to find a balanced number of pictures that complement your presentation.

Include Testimonials:

In general, when it comes to making purchasing decisions, people want to see what others have to say about it. Testimonials, as long as they are genuine, can go a long way in helping a customer to make a consumer decision. And, if the person who is vouching for the product is a known figure in some way, this can be even better for business.

If you have reviews or testimonials that speak glowingly about your product, you'll want to include them in your landing page pitch. This will help potential customers see that your product has popularity and more importantly, that people are saying great things about it.

Landing pages are extremely valuable and highly specific tools that you can use to reach a specific audience. The benefit behind landing pages is that you can create different pages for different audience members. Advertising platforms like Facebook Ads allows for ultra-specific types of targeted advertising, which means you'll be able to create customized landing pages for each type of customer that you are targeting. Different audiences will respond to different types of sales pitches.

Ultimately, you're going to need to use landing pages if you want to accelerate the results that you are seeing from social media marketing. Remember, social media is a great way to generate awareness and interest, but it won't seal the deal for you. You'll need to set up a system that moves viewers from A to B and landing pages are the perfect way to do that.

Chapter 4: Lead Magnets and Email List

In the final section before we move on to focusing on Facebook, we'll be talking about what is known as the Lead Magnet and Email List. In addition to landing pages, an email list is another crucial part of the social media marketing equation.

An email list is a collection of the emails of potential customers who are part of your target demographic. Once you have these emails, you can then market to them directly, simply by sending them newsletters. Best of all, once you have acquired the email, you won't incur any additional costs in marketing to your leads.

In other words, a mailing list is your ticket to highly targeted advertising that doesn't cost you a dime to use! However, the trick is in figuring out exactly how you are going to find and acquire these emails to begin with.

Finding these emails is the easy part. Thanks to targeted advertising and social media, you can use your marketing efforts to bring people to landing pages with a sign-up sheet, allowing for them to sign up for your mailing list. This is going to be the most expensive part of creating an effective email list. You're going to need to pay to advertise and put your landing page in front of potential leads, but once you get an email signature, you have an extremely valuable asset.

So, finding your target demographic is easy, thanks to social media. Getting them to willingly sign over their email to you, however, is a much more difficult task. This often requires the creation of what is known as a lead magnet.

The lead magnet is an incentive that is traded in exchange for the potential customer's email address. Emails are protected data; people usually aren't in a rush to give away their emails unless they will receive some kind of benefit for it. By creating an effective lead magnet, you will be able to convince your target demographic to give you their emails. Let's take a look at the qualities of what makes an effective lead magnet.

Quality One: Relevant

One of the most important things to consider when creating a lead magnet is the relevance to your target demographic. In general, you will want to create a magnet that is highly relevant to your target market, able to assist them in whatever their consumer needs are. It's better to keep your lead magnet focused on only attracting people from your target market. Why? Because if your lead magnet is too generalized, it may end up bringing in low-quality emails from customers who aren't interested in your products or services, but rather they just want the reward.

As a rule of thumb, whatever lead magnet you create, you will want it to be relevant only to the people who you are looking to sell to. Remember, the purpose of a lead magnet is to capture emails for later marketing purposes. Do everything in your power to avoid attracting worthless leads.

Quality Two: Value

Lead generation is a value proposition. You are offering the potential customer something valuable in exchange for their email. In order for them to be willing to make the exchange or trade, you must first be offering something that they find valuable. As a rule, the more valuable your lead magnet is, the higher percentage of conversions you will have.

Spend some time considering what type of free product that you could be giving away. It could be a physical product, in which the customer only has to pay for shipping in order to receive a copy of, or it could be a digital product, such as an eBook or a coupon code. Regardless of the type of product you want to give away, you'll want to ensure that this product has enough value to motivate the customer to sign up for it.

Just keep in mind that you'll want to make sure that the lead magnet that you're offering isn't *too* valuable, or else you may end up with having a larger flood of people who are signing up

purely because they want that product. This, in turn, brings in low-quality leads who won't respond to your emails, or worse, simply unsubscribe once they get their free goody.

Quality Three: Cost Effectiveness

When it comes to lead generation, you're going to be spending your own money on things like Facebook ads in order to bring people to your landing pages. This is going to be your primary expense. Normally, you're going to want to try and bring your cost of email acquisition down, so you aren't paying a large amount per person. It's important to consider the cost effectiveness of your lead magnet as well.

A good lead magnet will have some kind of cost to your business. Either it'll be a one-time cost of production, such as hiring someone to create an eBook or design the cover for your book, or it'll be an on-going cost, such as giving away free shipping or coupons.

It's important to understand that the cost of your lead magnet is really just a marketing cost. By spending the right amount on your lead magnet, you will be increasing the chances of getting more conversions down the road. More importantly, while other types of marketing strategies incur costs every time they are utilized, such as pay-per-click advertising, you only pay the cost for gaining a lead once. Then, you will have virtually unlimited access to that lead, at least until they unsubscribe from your service.

Therefore, you shouldn't be terribly shy about the price of your lead magnet. The long-term value that a single lead can bring to you will certainly outweigh the price of obtaining that lead. So, don't worry about cutting into your bottom line too much, because remember, email marketing is just another type of marketing. All costs incurred should come from the marketing and advertising budget.

Once you've developed your lead magnet, you'll need to do a few things in order to make the most of it. First and foremost, you'll want to create a specific landing page that allows users to sign up for your magnet. The page should be relatively straightforward, following all the

rules of the previous chapter. However, the call to action should be a sign-up sheet, allowing for users to sign up in order to gain the product. Nothing else should be on the landing page.

In addition to creating a landing page, you might also want to consider using Facebook's opt-in ad. An opt-in ad allows for you to run your special offer directly through Facebook, allowing viewers to sign up from Facebook without having to move to a different page. Depending on the type of product that you are offering, you may see some good results from using this program.

You'll also need to put a place on your website that will direct people to sign up for your mailing list. One of the best ways to do this is to utilize a pop-up system. While most people regard pop-up ads as being annoying, intrusive, the truth is that they tend to be rather effective. As long as you pick well designed, friendly ad designs that don't block a person or get in their face, you won't have to worry about irritating your visitors. Pop-up ads seriously do work, don't take them lightly!

Email Marketing:

Once you've gone about the task of properly creating a lead magnet, you will eventually end up collecting the emails of your customers. Generally, you'll want to use a service like MailChimp in order to manage these emails. You can find plugins that allow for these captured emails to automatically be added to MailChimp.

MailChimp or other email management services allow for you to maintain your email list, create separate lists and more importantly, create campaigns that allow for direct mailing to your customers. Email marketing is exceptionally useful, especially when it comes to helping warm leads to convert and make purchases. Let's take a look at few principles that will assist you in your email marketing efforts.

Respect Their Email:

One of the most important principles of marketing is that you should always put the customer first, no matter what. At the end of the day, you need to have a strong, healthy relationship with your customers if you want their continued business. The very act of acquiring an email isn't an easy task and the customer is entrusting you with their private information. It is of the utmost importance, then, to ensure that you respect their email at all costs.

The best way to respect a customer's email is to email them infrequently. Sure, it might seem like a great idea to bombard them with emails every single day, but for the most part, customers will grow agitated at the constant influx of emails coming in. Most will quickly unsubscribe. All of your efforts, hard work and expenses that went into acquiring these customers go down the drain simply because of too many emails.

The best frequency for emails varies but try to at least space your emails out over the weeks. Don't send six emails in a single week, that will simply be too much for most customers. Don't forget, apps like the iPhone's email program offer quick ways to unsubscribe at a push of a button. You don't want to tempt a lead into clicking that button.

Another part of respecting a customer's data is to work to ensure that you don't cross-email. If you have two email lists, you'll need to keep that data separate. First and foremost, your customers didn't sign up for the other email list, so it will seem strange that they received an email from a different type of business. Secondly, they most likely won't be interested in what you're selling, especially if you're selling products in an entirely different niche. Keep each email list that you build exclusive. Don't cross-promote without permission!

Create Incentive:

Marketing emails serve two purposes. The first is that they remind customers that you and your product still exists. There are a thousand different reasons a customer will leave your website without making a purchase. Some of those reasons are completely unrelated to their willingness to purchase your product. By sending a marketing email every now and then, you'll be able to help keep your product in the forefront of their mind. Most importantly, if they

were planning on making a purchase at some point and they suddenly see a link in their inbox, the chances of conversion grow even higher.

The second purpose of marketing emails is to create incentive for your customers to make purchases right now. The best way to do this is to create a sense of opportunity and a sense of pressure. Limited time offers are perfect for marketing emails. You simply inform them of a promotional going on, make the promotion too good to pass up and then create a limited amount of time that this promotion remains in effect.

Of course, you'll want to be careful with this technique for a few reasons. The first is that you don't want to overextend yourself and end up losing money by creating *too* good of an offer. The second is that you'll want to ensure that your customers aren't suffering from burnout when it comes to flash deals like this. This means that if you've run a promotion like this in the past, you'll need to give your customers some space before you run it again.

Another thing to be careful about is the fact that if you run these types of promotions too many times, especially regarding the exact same products, customers will get the impression that these deals are always in circulation. This reduces the urgency significantly. If a customer sees a 4th flash deal in a month, they may end up saying "I'll just wait until it comes around again." Limited time offers need to be just that, limited time!

Chapter 5: The Benefits of a Facebook Business Page

Facebook is one of the heaviest hitters in the social media game. Millions upon millions log into Facebook each day. Some spend most of their time endlessly scrolling through their feed, while others are actively engaging with their friends, talking in groups and creating posts that will entertain their friends. But regardless of the reason a person is using Facebook, they all have something in common: they can be reached by your business!

Facebook offers some of the best tools for a social media marketer to utilize, both in terms of organic and paid marketing. With a little bit of hard work, an understanding of how content is shared and what types of content are most popular, you can work to expand your following and gain valuable insight from your customer base.

The most important component to marketing on Facebook is the creation of what is known as a Facebook business page. While everyone has a personal profile that they can use to interact with others, it's better for you to have a dedicated, concentrated page that will not only serve other's needs but will also give you the tools you need for success.

Creating a business page is simple enough. All you need to do is log in to Facebook, look for the down arrow on the right-hand side of the top page. This will bring a dropdown menu that will allow for you to select the Create a Page section. From here you can create your own custom business page, allowing for you to fill in all of the necessary details about your business. The process is straightforward, and Facebook will take you through all the steps you need. The only thing you need to focus on is making sure that your descriptions are well made, you have the proper links leading to your websites and that you have a good-looking set of profile images.

Once you have your page built, you'll be able to begin building it up. Let's take a look at the series of steps necessary for any business that is looking to take their Facebook page to the next level.

Step One: Create Pathways to Your Facebook Page

A new Facebook business page faces a few tough challenges, the first one being that they won't have a lot of page likes. Page likes are necessary for a few reasons. The first is that a page like is similar to subscribing to someone's channel in YouTube. When a user likes your page, they will periodically have posts from your page appear in their feed. If someone hasn't liked your page, there is only one way for them to see your content: a friend of theirs likes or shares your post.

The second reason you want page likes is simply for the sake of attracting attention from those who end up on your page. The more likes that you have on a page, the more credibility that you will have with new visitors. Think about it like this, if you saw a Facebook page that had only 20 likes versus a Facebook page that had 200,000 likes, which one would you think is more established and trustworthy? Of course, we would all point to the page with 200,000 likes.

Page likes are extremely important to your brand's presence on Facebook. You will want to work to create viable pathways for your current consumer base to like your Facebook page, especially if you are just starting out with a new page. The easiest way is to simply work to make your current consumer base aware of your new page. Email, display on your website or share on your other social media pages that you now have a Facebook page.

This won't simply result in a large influx of people following your page, especially if they are already following you on some other social media platform. Therefore, it is important for you to give viewers some kind of incentive to visit and follow you on Facebook. Generally, this incentive is usually exclusive types of content or deals that can only be accessed in using

Facebook. This will help boost your initial page likes and more importantly, will increase the chances of users sharing your posts, which in turn will generate more likes over time.

You should work to maintain visibility for your new Facebook page on other outlets but be careful when directing potential customers. You don't want to direct newcomers only to your Facebook page, rather you'll want to direct them to your website, as discussed in the first chapter. However, once you have an established customer base, gaining a like from them can be exceptionally valuable. This will help you keep them updated over time and more importantly, give you data that can then be used later on, when you decide to run ads.

Step Two: Invite People to Like Your Page

One nifty feature that Facebook has is that you can invite people to like your page. This works great when you are just starting out. Look for as many people who you know in life that would be part of your relevant market and target them first. If you don't have a wide number of Facebook friends, or they are outside of your demographic, don't worry too much. At first, having a few numbers on your page will be helpful, so feel free to invite them to like your page. This will help lay down the foundation and give your page a sense of being established, which will help people see that you have a serious business.

Step Three: Share Plenty of Content

Once you've done your initial push for Facebook likes, you'll find that things will slow down considerably. While you may have been getting quite a few likes per day, by the time everyone in your customer and friend base has been tapped, you might find it will be weeks between getting new likes, especially if your business is just starting off.

Fortunately, when someone likes a piece of content that you've shared, it will show up in their friend's feeds. This will give them an opportunity to follow your page. If they see content that they like, they'll certainly want to see more. Therefore, if you want to continue generating likes organically, you'll need to work to pump out enough content.

Now, as discussed before, there is a limit to how many followers will see your posts without you paying for promotion. The good news is that as long as you stick with posting once per day, you will have quite a bit of organic reach. The bad news is that you're going to have to create a posting schedule and stick to it. However, you will find that the more valuable content that you create, aggregate and post, the more likes will come pouring into your business.

Step Four: Add Like and Share Buttons to Blog Posts

If you're going to be running a blog, and there's really no reason you shouldn't be, then you'll have a daily or weekly opportunity to generate more views for that content as well as more likes. By creating buttons that allow for users to effortlessly like and share your blog posts via Facebook, you are creating more avenues for your original content to circulate. And, the benefit here is that you may get more than just a simple page like. You may end up having people see a post that you made and then move onto your website. Facebook page integration is a great way to increase traffic and page likes at the same time. Best of all, you don't have to do much to integrate on your blog, usually you just need to properly link your page to the social media icons.

Remember, social media isn't just about generating Facebook page likes. In fact, it offers a tremendous amount of variety when it comes to creating interest in your products, engaging with customers and answering questions. Let's move to the next chapter where we'll look at ways to improve your Facebook marketing efforts.

Chapter 6: Facebook Marketing Tips and Tricks

Finding success in Facebook marketing is all about three things: Content Creation, Customer Engagement and Creating Awareness. These three areas are where you will want to concentrate most of your marketing efforts. Let's look at some tips and tricks in each area for maximum success!

Content Creation:

When we refer to content in terms of Facebook marketing, we're really just referring to posts. Whether the content is your own or something you found online, the key to getting shared on Facebook is to have great content that people identify with. Let's look at a few different principles and ideas to consider.

Visual Content First:

While individuals who enjoy using Facebook might get a lot of satisfaction out of posting six paragraph rants about whatever is bothering them, as a business you don't have the luxury of a follower's attention. For the most part, people are willing to engage with visual content on a faster and more aggressive level than with written content. More importantly, sharing visual content is easy to do and most people who enjoy a visual post often share it.

Therefore, if you are going to prioritize one type of post on Facebook, it should be visual content. Most, if not all of your content should be visual. Save the written posts for other platforms, such as Twitter. Visual drives far more engagement than any other style.

Pay Attention to Metrics:

Facebook offers a wide variety of metrics for a Business Page. As people look at your content, click on your links and photos, you'll be able to look at Facebook insights in order to

gain an understanding of what your follower base likes. You can use this data as a means for developing a more efficient content schedule.

For example, if Post A gained 100 likes during its run, but Post B only got 2 likes, you might want to consider running more posts similar to A. Of course, it's important to measure reach as well in order to determine which posts are most effective.

Reach simply means how many people a post was able to reach after you posted it. Facebook analyzes reach automatically and shows you how many feeds your post made it to each time you post. Posts with higher amounts of reach tend to perform significantly better than those with low amount.

Reach is generated by two things, people sharing your post and Facebook automatically placing your post in a feed. Facebook will work to cap your reach, as a way for them to sell you on their post promotion service. In general, repeat posts throughout the day will have less reach than a fresh post each day.

When comparing performance of posts, make sure that you are including reach in your analysis. If a post had a reach of 100 and 10 likes, then you can conclude your post had an engagement rate of 10%. Calculating these rates are an important way for you to understand just how well your posts are doing against each other. If you don't pay attention to reach, you may end up coming to some erroneous conclusions about what your followers' value.

Consider the Time of Day:

Facebook gives you the ability to schedule your posts ahead of time. And since you'll certainly be doing a lot of work maintaining and running other parts of your business, you're definitely going to want to schedule your posts. In addition to Facebook's algorithms, another thing that factors into a post's potential popularity is the time that you submit the post.

If you submit your post during a busy time of the day, where most people are on Facebook, you are significantly increasing your chances of getting in front of more people. Conversely, if you post during a time where no one is awake or when they'll most likely be busy, chances are you post won't show up at all.

Every target demographic is different when it comes to ideal posting times, so you'll need to spend some time looking at the metrics and data that Facebook provides. Some social media managers will even interpret the data for you and suggest an ideal time to post during the weekdays and weekends.

It may seem like such a small thing to consider, but the time that you post your Facebook content is one of the most crucial parts of gaining organic attention. If you pick the right time, you very well could enter into circulation amongst a group of people and that, in turn, leads to more likes on your end!

Share Content that Leads to Engagement:

In general, you always want your followers to engage with you. Talking to you, commenting on your posts and asking questions are all great ways to create deeper sense of connection with your followers. The best way to achieve this is to create content specifically designed to get a conversation going. By asking them questions or asking their opinions, you'll be able to encourage participation and commenting.

It's important to note that if you are going to be asking questions or encouraging your followers to participate in the comments section, you'll need to make sure that you avoid controversial subjects. Unfortunately, the internet is a breeding ground for arguments and the last thing that you want is to have two customers fighting it out in your comments all because you asked a question that had two strong, different opinions attached to it.

The best way to avoid this is just to keep things fun and light. Keep things simple, easy and civil.

Customer Engagement:

Facebook is a social media platform, first and foremost. One of the greatest benefits that you have as a business is the fact that customers, both old and new, are able to reach out to you at any moment. This offers you unparalleled freedom in communication. If you set up the right kind of system, you can aid customers quickly and efficiently. And, if a potential customer is interested in your product and gets an immediate answer, you'll be able to increase your conversions!

Create a Chatbot:

The internet runs 24/7, however you tend to be unconscious for large chunks of the night in order to rest and recharge. If a customer on a different time zone or schedule has a question for you at 3 in the morning, they'll have to wait until you're awake to answer them. However, thanks to clever AI systems, you can actually create and integrate what is known as a Chatbot into your Facebook page.

A chatbot is an AI system that is able to converse with potential customers, replying to key phrases with specific, pre-programmed sentences that you designate. With some time and effort, you can create a chatbot that is able to field all of the frequently asked questions that your customers may have when making a purchasing decision. Then, when a potential customer sends you a message, rather than have to wait for a live operator, a chat bot will reply instantly.

There are pros and cons to using a chatbot. The biggest pro is that you'll be able to help customers better make purchasing decisions in a shorter amount of time. They won't have to wait for you to wake up and answer them and there isn't a queue for them to wait in. They will get answers instantly and that creates a good customer service experience.

The biggest downside to using a chatbot is that they aren't free to utilize. You'll have to work with a service like Chatfuel, which aids in the creation and integration of chatbots into Facebook. However, most of them offer free trials in which you'll be able to determine if using a chatbot is right for your business. It's really a tradeoff. You're spending money, but you're increasing the accessibility of your business. If a customer is ready to buy, but a single nagging question is holding them up, a quick answer might trigger a sale. However, if you take a few hours or days to get around to answering them, they may end up losing interest.

Create Facebook Groups:

Facebook groups are similar to Facebook pages in the sense that they are dedicated to a specific subject. However, unlike Facebook pages, anyone who is a member is able to create posts. While many may look at a Facebook group as an opportunity to market relentlessly to a smaller group of people, the truth is that Facebook groups are a great opportunity to connect to your customer base.

By creating a Facebook group centered around your niche or your company, you'll be able to listen in on the conversations of people in your target demographic. They'll be posting content that interests them, discussing various facets of the niche and more importantly, talking to each other. You have a unique opportunity to join and facilitate these discussions, sharing valuable thoughts and ideas with them.

Instead of treating Facebook groups as a crass marketing tool, where you can just talk about how great your products are, you should work to treat them as legitimate communities to participate in. Don't always point the conversation back towards yourself, instead talk, share and listen to what they have to say. This will provide you with a host of tremendous benefits, the first and foremost being that you'll be able to have direct insight into what interests your target demographic. This can provide you with valuable data for paid advertising efforts, as well as helping you get an idea of what type of products and services to develop later on.

You can create and join more than one Facebook group. It would behoove you to be members of a few, so you can participate in different levels of discussion. You could create support groups for your company, so that people who join can ask questions or look for aid with your products. This will give you better access to your customers and, of course, no one will fault you for advertising for your products on *your* company Facebook group.

Take Negative Feedback Well:

One of the problems with social media is that it allows people to edit their lives properly. You only get to see the good in a person's life, the happiness, the smiles and the warmth of living a 24/7 joyous lifestyle. We don't get to see the pain, the fights, the tears and the agony. We only get to see snippets of perfection.

This mindset can exist within the business marketing world as well. A business has the power to edit things, remove posts and even delete comments from their pages. This allows for a business, if they so wish, to create an appearance of everything being sunshine and roses. Deleting negative comments, customer complaints and frustrations is easy to do. Censoring a person just because they tarnish your reputation, especially on your Facebook page, can be our first instinct when we receive criticism.

However, in doing so, we are actually pushing our customer base *away* from us. We aren't being honest or authentic, rather, we're manipulating our page so that we present a false appearance. Worse yet, we damage any chance at making things right with a customer who is genuinely frustrated with our actions or products.

There can be serious consequences to censorship when it is misapplied. There is a key difference between moderation and censorship. Moderation is simply ensuring that everything on your page remains civil, above board and most importantly, inoffensive. If someone is posting slurs, hate speech or otherwise making a fuss over nothing, there is absolutely nothing wrong with removing their posts. After all, you want to keep your page free from trolls who simply seek to destroy.

Censorship, on the other hand, is the removal of valid opinions and criticism, simply because it does not portray you in a positive light. If a customer is unhappy with a product and makes a comment on one of your posts, highlighting their unhappiness, you have three options. The first is to ignore that criticism entirely. Don't respond to it, don't engage it, don't deal with it. This isn't the most effective way to deal with a problem, especially if your customer has a legitimate issue.

The second option is to simply censor the individual by deleting their comment or even banning them from the page. This isn't a good move for many reasons. The biggest is that if you end up getting caught doing this, a lot of your customers will cease to trust you. Editing fair criticism is seen as manipulation and in a sense, is lying to other customers. It would be as if you were deleting negative reviews. People will realize that if you are hiding this information, you'll most likely be hiding other negative things from them.

The third and best option is to address the criticism in a fair and honest manner. Listen to their complaint, talk to them about ways to remedy it and then, if need be, take the conversation off the social media channels. This is a good way to show that you aren't manipulative and, in the end, might even win over your frustrated customer.

You have to take the good and the bad in social media. Learn to adapt to all forms of feedback. The more you are able to handle and solve negative feedback, the more your customer base will trust you. In the end, all you have is your reputation. If you lose that, it will take a long time before people are willing to trust you again.

Building Awareness:

Facebook is a prime awareness tool. It helps introduce potential customers to the existence of your page and then, hopefully, to the existence of your product. The end goal of social media marketing is to generate sales and tribe members, but you start by building that awareness up. Let's look at a few different ways that you can help increase awareness of your product through using Facebook.

Use a High-Quality Banner:

Your profile banner and picture matter a lot more than you think. When a person is quickly scanning your page, they'll be starting at the top and going down. You want to make sure that your banner and profile picture are both high qualities, well designed and eye-catching. Even if you can get a viewer to pause for just a second to admire the quality and design of your profile pictures, you will have earned a bit more interest from them. Most importantly, once you give them a clear impression of your visual design, they'll be able to recognize your brand later on, even if they don't follow your page.

Post about your Products:

At the end of the day, for all the likes, comments and shares that you get, if those don't help move customers along in the sales process, they don't amount to much. It's good for you to overwhelming focus on generating and aggregating content for your followers to share. However, you should also make sure that you don't neglect to pitch your products and services! A good rule of thumb is that out of every 10 posts that you make, one or two should be referring to your own products.

This ratio helps your marketing efforts stay focused on providing value to your customer, while not totally neglecting to mention your own stuff. In addition to this additional focus, by posting only a few times a week about your own products, you'll be able to signal to your customers that you're interested in talking about yourself. A good, healthy relationship with your customer base will eventually lead to a higher conversion rate. It doesn't hurt to put your links out there, but you should just keep in mind that less is more!

Use Facebook Awareness Campaigns:

Awareness is one of those difficult to quantify concepts in marketing. Awareness doesn't necessarily mean that you'll gain a sale immediately, in fact, most of the time you won't. However, over time a customer who becomes progressively more and more aware of your

products and services will warm up. And a warm lead is considerably easier to convert than a cold one.

The best way to raise awareness is through using a Facebook ad campaign. If you want people to become more aware of your brand, you'll want to simply get your message out in front of them. Facebook advertising is highly targeted and will reach a wide audience, helping warm up your potential customers. Then, when they come across one of your targeted ads or a Facebook post that you made, they'll remember you and be more willing to engage.

Running an awareness ad is a lot like planting a seed. You won't see the effects of it immediately, but with time, nurturing and continued effort, you will see those seeds grow and bloom into full customers.

Chapter 7: Getting the Most out of Facebook Ads

As discussed before, organic marketing has serious limits. At the end of the day, Facebook is a business and like any business they want to make money. However, they don't generate revenue from the service they provide to their customers, rather they earn that money by selling ad space to advertisers like you.

Facebook has exceptionally powerful data collecting systems. Thanks to advanced algorithms, Facebook advertising is able to locate a highly targeted demographic and then display relevant ads directly in front of those consumers. This type of relevant, targeted marketing is one of the most powerful ways that you can advertise for your products and services.

However, while Facebook is very powerful, it is only as strong as the marketer who is directing it. You're going to have to learn the ins and outs of what makes for proper Facebook marketing if you want to take full advantage of its capabilities. Let's take a look at a few different areas that will help you get the most out of Facebook ads.

Developing an Audience:

Facebook ads require that you develop a specific audience profile. This profile is a set of demographics, interests and behaviors that represent your ideal customer. Once you have a Facebook audience designed, you'll be able to run your ads so that they appear in front of people who match that profile. However, there are some things to consider when building a Facebook audience, especially for the first time.

Avatar:

An avatar is a specialized persona developed purely for the purposes of identifying your target market. As a social media marketer, you should develop several avatars, each consisting of the actions, behaviors and interests of your target demographic.

Facebook ads are highly targeted, they are not one size fits all. The ability to hone in and put a perfect ad in front of the right person is powerful, but this requires specificity in your ads. If you have a product that appeals to three types of people, rather than run one ad to all three groups, you should run three ads, each designed around the different avatar that you've established.

Creating an avatar isn't hard. You just simply look at the application of your product and construct differing profiles depending on the person who would use it. For example, if you were selling tax software, you might construct three different types of avatars. The first would a carefree young person who doesn't know a lot about taxes and doesn't want to deal with all the headache of filing. The second profile would be a serious professional who wants to use software to aid them in their business and the third is a parent who is looking to get the biggest deductible they can get.
These three types of person are wildly different in goal, purpose and personality. They all have different interests, spending habits and ideas of what constitutes a good advertisement. By developing these three avatars into specific audiences each, you'll be able to get the best return on investment with your ads. Think of it like fishing, you don't just use general bait if you're trying to catch a specific fish. You find the bait that interests the fish the most.

Audience Size:

The more data that you feed Facebook's audience builder, the smaller the audience size will get. In general, you want to try and find a balance when it comes to developing the size of your audience. You don't want to go too broad, because chances are if your parameters are advertising to several million people, most of them won't be in your target demographic. You don't want to go too specific because Facebook won't be able to target incredibly small audiences.

Instead, you're going to want to strike a balance, finding that sweet spot between too broad and too narrow of an audience. You don't have to worry too much about getting your audience size figured out exactly right, the more you run an ad, the more data you will be able to collect about your target demographic. This will help you fine tune your audience reach later on.

Custom Audiences:

When you're developing an audience on Facebook's advertising platform, you'll have the opportunity to create what is known as a Custom Audience. This option allows for you to take other types of data than what Facebook has collected and use that to find the right viewers for your ads. For example, if you have a high number of emails on your email list, you can use the Customer File option to upload those emails. Facebook will then extrapolate data from those emails and find the common thread, increasing the accuracy of your targeted ads. You can also use data pulled from your website's traffic which will allow for you to target those who have visited your website as well! This will be covered more in the next section, talking about the Facebook Pixel.

The Facebook Pixel:

One of the keys to creating effective advertising is learning how to build systems that aid you in collecting data. Of all the tools that you have at your disposal when using Facebook advertising, data collection and interpretation is one of the most valuable. Without the proper data, you'll just be stabbing in the dark, hoping to find the right customers to buy your products. However, when you have the right data, you'll be able to fine tune your advertising engine, allowing for you to seek, find and advertise to the right person at the right time.

There are several different ways for you to collect data through Facebook. Collecting emails, gaining likes and customer engagement are all different forms of data that Facebook can

utilize for targeting customers. The best way to track and collect data from potential customers is the help of a Facebook Pixel.

The Facebook Pixel is a cookie, a tracking service that is specifically linked to Facebook. You inject the code for the pixel onto your website and define a specific series of behaviors for Facebook to track. For example, you can set a perimeter that says, "when a customer purchases X product, track it." Then, when a customer clicks on a Facebook ad that you've created, you'll be able to see what their activity is when analyzing metrics later on.

In other words, the Facebook pixel allows for you to understand exactly how customers are interacting with your website because of Facebook. You will be able to track conversions, page views and even searches of your potential customers. This data is extremely important in determining the efficiency of your ads, as well as the true conversion rates.

A pixel doesn't leave when the user ends their session. Rather, the pixel will remain on the user for a specific period, known as a window. If the customer takes a conversion action any time during that specific window, Facebook will register it. This will help you know how well your long-term marketing efforts are going.

For example, if you run an ad for a week, you might not see any conversions on days one through seven. However, by the end of day eight, nine or ten and you get conversions, you'll be able to use the Facebook pixel to determine which of those conversions came from your Facebook ads.

This gives you one of the strongest types of performance indicators that you can ask for. The ability to track a viewer's behavior past the course of a few days after the ad ends is invaluable. It will let you know how effective your advertising is. Of course, these pixels do not last forever. The window, which can be adjusted, will expire past a certain number of days, depending on what Facebook's policies and perimeters are. However, it is within that window that you have an opportunity for an even greater form of targeted marketing: retargeting.

Retargeting:

Facebook ads are not all or nothing propositions. When you are running an ad for a short period of time, the results may vary. An effective ad might bring in 100 viewers but only 1 of them may end up converting. Some of them may poke around and even add some products to their cart, but ultimately, they don't convert. The reason these customers don't convert is a mystery, after all there are so many possible reasons a customer wouldn't make the purchase immediately. They might not be able to afford the product right now; they might not have liked the product, or they could have simply gotten distracted and moved on to focusing on something else. The possibilities are endless.

The good news is that just because a customer who clicked on your ad didn't convert immediately doesn't mean they are a lost cause. You can engage in what is known as retargeting, a form of marketing that aims at consumers who were interested in your product, but for some reason didn't convert right then and there.

You can build data for retargeting through using your Facebook pixel. By using parameters as simple as viewing specific content, adding something to the cart or even signing up for an account, you'll be able to take that data and create a new audience. This audience will only consist of people who engaged with your website but didn't convert. The size of the audience will be limited in scope, but since they have already visited your website once, you'll have the opportunity to get an understanding of their behavior.

When you run a retargeting ad, you have plenty of options. One of the most efficient types retargeting ads is to make a special offer, giving the customer some kind of special deal if they come back and make the purchase. This will help you understand if a customer shied away from making the purchase because of the price.

Make no mistake, retargeting is one of the most effective solutions when it comes to using Facebook for your business. The fact is, people don't always convert the first time. By using

retargeting, you'll be able to analyze customer behavior and get a sense for why they aren't buying. This is why you should have a retargeting mindset when you are advertising. The ultimate goal is to get a conversion, sure, but the best way to go about achieving that goal is to retarget efficiently.

A/B Testing:

A good Facebook ad is crucial in getting your customers clicking on your links, that much is self-explanatory. However, when it comes to developing Facebook ads, getting a handle on how to gauge performance can be difficult. It is, essentially, a guess as to whether the ad you've created will resonate with your target audience. If the ad is well received, you'll have a high level of conversion and clicks. If the ad isn't liked, it will most likely go ignored.

There can be a feeling of putting all of your eggs in one basket when you hinge an entire campaign on a single ad. Furthermore, you won't be able to judge the efficiency of the ad until the run is over. While you can expect, at the beginning, to run a few ads that won't see great returns, there are ways to mitigate the initial risk in running new ads. The best and most valuable is what's known as A/B Testing.

The A/B Testing feature allows for you to run two of the same ads at the same time, with the same budget. This will split your advertising in half, meaning that ad A will appear in front of half of your viewers and ad B will appear in front of the other half. Everything about the ad campaign will be the same as you specified, it's just that you're going to be running two different ads at the same time.

Then, once the run is done, you'll be able to analyze the efficiency of each ad. More importantly, you'll be able to compare them against each other. You're still spending the same amount of money on the ad run; you're just getting a chance to experiment with multiple types of ads. Then, you'll be able to determine which ads are more efficient and then primarily focus on using those ads.

If you want to increase the level of conversions that you receive, you're going to want to A/B test. Even running ads with small differences between the two, just so you can tighten up your ads considerably, is a good idea. You should always be striving to maximize the efficiency of the Facebook ad itself, and the best way to gauge performance is to pit it against other ads continually. It doesn't cost you anymore and will seriously help you develop a strong ad campaign.

Qualities of a Good Facebook Ad

While you don't necessarily need to worry about getting your Facebook ad campaign perfect straight out of the gate, you should spend time and energy in creating good Facebook ads to use. As noted above, the nature of A/B testing will allow you to sift through these ads and determine how well they are functioning against one another, but there are still some basic qualities that are necessary to create a good Facebook ad. Let's take a look at each quality.

Strong Visual Design:

Facebook ads are primarily visual in nature, be they picture or video. The fact is, Facebook even encourages you to focus on creating primarily visual ads by requiring that text cover under 20% of the ad space. There will be text on either the top or the bottom of your ad, depending on how you set it up, so you don't have to worry about putting a lot of text on your ad.

Instead you will want the image to be captivating and interesting. It needs to be relative to your target audience, if possible, perhaps displaying a high-quality product image. Remember, you only have a short window of time to capture the attention of someone who takes the time to look at your ad. A strong visual design will help them to pause and consider what your ad has to say.

A Call to Action:

The purpose of a Facebook ad is to move the user to make a decision, to get them to click on the link or to purchase your book. Regardless of what you want them to do, you must include a call to action that helps them make the choice to further interact with your ad. The language should be strong, punchy and brief. "Get it now!" is a firm call to action, so is "Start Living Better Today!" These short statements will help move a customer into the next step of the sales process!

Solve the Problem:

All advertising is a value proposition. You are trying to alert the consumer to the existence of a product that will solve one of their problems. The value of your product must be higher than their lack of interest, or else they won't be willing to engage any further with the ad. In the text portion of the ad, you should spend time working to address the specific issues that your product solves. Remember, with Facebook's targeted advertising, you have the ability to put the ads right in front of the people who need your product's help.

It's important, then, to help your potential customers to come to a quick understanding that A, they have a problem and B, you have the solution. This is a tricky area, because you don't have a lot of space when it comes holding a customer's attention. In general, the best way to deal with this is to use strong, anchor words meant to guarantee results in a way that entices.

This doesn't mean that you should exaggerate or lie, especially about the results of using the product, but it does mean that you should be writing with strong, definitive language. As long as you are able to back up the claims that you make, there is nothing wrong with using persuasive words to help make your case.

Chapter 8: Getting the Most Out of Instagram

Instagram functions differently from Facebook. While Facebook is a combination of visual and written content, as well as a hub for businesses to make their own pages, Instagram is really focused on just one aspect: visual content. People use Instagram to upload photos of their lives, adventures and tell stories with the visual medium. While there is room for you to write captions for your pictures, what people are going to be focused on the most is the visuals that you have.

Instagram is a powerful platform that tends to run a little younger with its audience. Most of Instagram users are under 35, which means if you have a business that is catering to younger audiences, you'll have tremendous amounts of opportunities. However, if you have an older demographic, then you might want to consider sticking with other platforms, such as Facebook.

Creating a Profile Page:

Creating an Instagram page is quite similar to creating any other type of social media page, with one big exception: the link. While other platforms, such as Facebook and Twitter allow for you to create posts with clickable links in them, Instagram does not allow such behavior. You are only given the space for one and only one clickable link on Instagram and that is located on your Profile page.

This means that you won't be able to actively promote your links through creating posts on Instagram. Rather, the only way people will be able to find your link is if they are interested enough in your posts to visit your profile page in order to learn more about you. This means that your primary strategy in posting is going to be creating compelling, strong content that encourages viewers to follow you.

Make sure that you use the most relevant possible link that you have. This means, when creating a profile page, you're going to include the link to where you want viewers to end up the most. You may have many different types of links, links to your web pages, to your landing pages or specific products, but you can only choose one. So, make sure that the link that you select leads customers to a site that helps them quickly become acquainted with your products and company goals. It might even be a good idea to build a separate landing page, exclusively for your Instagram followers.

Gaining Followers:

Just like any other social media platform, the name of the game is to try and get as many followers as you can. As we discussed in the previous chapters, the first and easiest way is to simply convert your current following from other platforms by inviting them to follow you on Instagram. Most of the time, those who prefer to use Instagram over other platforms will quickly follow you.
Once you've managed to convert those individuals, there are a few other ways that you can gain followers. The first is to simply follow other people. It is considered to be part of Instagram etiquette to follow someone back if they follow you. So, if you follow ten people in a day, those who understand the etiquette will usually follow you back. Of course, you will want the people that you follow to be relevant to your business. You don't just want to follow anyone. On top of that, you should also make sure that the people you are following aren't big name influencers.

Most of the time, the more followers that an Instagram user has, the less people they actually follow. So, you won't get many returns if all the people that you follow are influencers with millions of followers. Most of the time, those influencers will be following only a handful of people. Unless you already have an established relationship with these individuals, you most likely won't be able to get them to follow you.

You should make an effort to follow as many people as you can. Instagram does have a limit on how many you can follow/unfollow per hour and per day, so make sure you don't go

overboard. Also, make sure that the people that you are following are high quality individuals. Following people with three posts total isn't a good idea. You want people who are going to be posting content regularly, so that you will be able to interact with them and open up a dialogue.

The last way to get followers is by creating and distributing your own content. Thanks to the hashtag system of Instagram, people will be able to organically discover your posts. If they like what you are posting enough, they may end up following you. This is going to be the primary method of growing your following.

Hashtags:

Hashtags are vital to the Instagram ecosystem. If you want to be able to effectively categorize your posts and draw attention to them, you'll need to understand how to use Hashtags efficiently. A hashtag is a simple classification. When a person searches for a hashtag phrase, Instagram will pull up all posts with those hashtags. This makes searching exceptionally easy for Instagram users, as all they need is to input the hashtag they want to find.

As an Instagram business, you're going to need to stay in touch with what hashtags are currently trending and which hashtags are actually being used. If you don't have a terribly large following at first, you're going to want to avoid creating your own hashtags. Why? Because, simply put, no one is going to be using the hashtags that you have created. And if no one is using those hashtags, it means no one is searching specifically for those keywords that you have developed. Instead, you're going to want to find popular hashtags that are relevant to the content you are creating.

There are plenty of ways to identify which hashtags that are trending. The internet has a wide variety of hashtag search tools that will help you analyze the efficiency and popularity of certain hashtags. These tools are invaluable when it comes to planning your content strategy. Remember, when you use hashtags, you are helping users locate your posts. Then,

if the user likes your posts, they may end up following you or at the very least, visit your profile page! This can be extremely beneficial, and the best part is, you can use as many hashtags as you like on your posts.

There are a few things to keep in mind when it comes to using hashtags properly, however. The first and foremost is that the hashtags you are using must be absolutely *relevant* to the post you are making. Don't try to capitalize on a well trending hashtag just because it is extremely popular. Users have the ability to look at photos through the hashtag search, so chances are, if the photos you have uploaded are not relevant to the actual hashtag, the user will most likely ignore you. Worse, they may end up looking at your photo, realizing your hashtag was incorrect and become irritated with you.

You must also make an effort to understand what hashtags mean. The internet is an odd place and sometimes key phrases aren't always self-explanatory. Spend some time looking at other content that uses the hashtags you're planning on using, just to make sure you know the context of how those hashtags are being used.

One unfortunate example of this was during the infamous Casey Anthony trials. When Casey was found not guilty, the hashtag #notguilty became extremely popular on Twitter, leading people to discuss the verdict on a very serious subject. However, Entenmann's, the baked goods company, simply saw the word trending and thought to incorporate it in one of their messages saying "who's #notguilty about eating all the tasty treats they want?" This was a mistake that immediately prompted criticism about trying to cash in on a brutal murder trial. Of course, Entenmann's was forced to apologize rather quickly, but the whole thing could have been avoided simply by doing the research on that hashtag.

How many hashtags should you use in each post? The number may vary, but for the most part, anywhere between five to ten should be good. Don't be afraid of adding a few more, as you are able to post up to 30. Most importantly, your hashtags should always go on the very bottom of the post. Why? You simply don't want the top of your post to cause people's eyes to glaze over. People aren't searching for long strings of hashtags when they finally read a

post, they are looking for stories and context of the post. The hashtags are really for assisting people in their search. By placing the keywords on the bottom, you are ensuring that your posts are still searchable while preserving the integrity of the top of your Instagram posts.

Content:

Instagram is primarily a visual medium. If you want to be successful using Instagram, you're going to need to create visual content that grabs attention, looks great and above all, creates a connection with the viewers. The ideal amount of Instagram posts per day is from 3 to 4. Any more than that and the algorithms will begin to work against you. Let's take a look at the different types of visual content that perform well with Instagram.

Behind the Scenes

As a business, Instagram gives you a unique ability to show the behind the scenes of your company, showing your customers and followers a more honest side of your business. You can show special previews of products, do spotlight on different workers or techniques done to build your product. You can show them the whole world of your business. These types of behind the scenes photos and videos tend to go over well with current customers who follow you because they like your product. Showing them behind the scenes photos will help excite them and also works to increase brand awareness.

Infographics

We've mentioned infographics before as a great type of visual content to share, but when it comes to Instagram, Infographics can really perform well. You should make a point to create a few useful infographics every few months, then share them with your followers. If a specific infographic does well enough, it can bring in a high level of engagement as well as increase your followers.

Product and Brand Images

While you should still adhere to the rules of making sure to post useful and relevant content for your followers, you're still a business and at the end of the day, you have the opportunity to use Instagram to promote your products. While you can't directly link to them, you can still get followers interested and excited in your products by showing your brands and products to them. You can post all sorts of interesting and exciting pictures, such as product previews and products in action. You can also post pictures of your customers who are enjoying your products. This works great as a way to show that there are real people who are deriving real value out of your company's work.

Using Captions:

While creating content is primarily visual, there is still a written component involved with Instagram. The written component is known as captions and they appear at the bottom of the post, often telling stories, sharing ideas or at least giving context to the photograph that is being posted.

A well written caption can have an impact on your Instagram post. It can drive engagement, increase the chances of someone leaving a comment and can help educate your customers more about the products that you are selling. You are free to pretty much share whatever you like in these captions, as long as they are interesting and relevant.

Captions have a rather long character limit, allowing for you to write up to 2,200 characters total. This limit includes whatever hashtags you include. But with such a generously large character limit, you're pretty much free to write whatever you like.
The freedom afforded by captions allows for you to do what is known as microblogging. If you find that you have a relatively large and active number of Instagram followers, you could use the captions as a way to continually share stories of what is happening in your company, how things are growing and even sharing news. By using Instagram as a microblogging platform, you are basically creating an incentive for followers to keep up with your posts each day.

Engagement:

The key to using Instagram well is to focus on driving engagement. You want to speak to your customers and your followers alike. Ask questions, make comments on their own posts and in general, try to keep a dialogue flowing at all times. Instagram has considerably higher levels of engagement than any of the other platforms out there. People on Instagram expect to interact, either through liking posts or commenting. Answer as many messages as you can, participate in the conversation and remember, your number one goal is to connect to your followers!

When it comes to using Instagram, you don't just want to stay focused on your own channel. Instead, branch out a bit and spend time going through your feed, looking for posts that you can comment on. You'll want to stay professional, of course, but offering things like feedback, encouragement and joining in dialogue on other people's posts is a great way to get a dialogue moving. More importantly, if a comment that you make on someone's post does well, you may find yourself growing your own following.

Generating Likes:

Instagram likes are a form of social currency. While they don't particularly provide you any kind of financial or monetary value, it does show how people are tuning into your messages and posts. Part of any good Instagram strategy is to not only release posts, but to release posts that will get you noticed by other people. The more likes you have, the higher chances you have of getting your posts moving higher up on the search engine. After all, the search function rewards both relevancy and popularity. The more popular a post is, the more it will be rewarded. Let's take a look at a few ways that you can get more likes on your Instagram posts.

Use Mid-Range Hashtags:

If you use only the most popular, highly trending hashtags and you have a small following, chances are your posts won't appear anywhere near the top of the search function. This means you will most likely be buried under the hundreds of other people who are all using the same hashtag.

A great way to increase your post exposure is to use what's known as mid-range hashtags. These are hashtags that are being searched, but don't have nearly the level of popularity that are trending now. By using these reliable, mid-range hashtags, you'll be putting your content in a section that won't be buried by too many other posters. With a well-made post, you could find yourself increasing the amount of likes you receive!

Tag Users:

A great way to pull in another user, perhaps one who has a relevant or larger userbase, is to simply tag them. To tag a person in Instagram, you just need to type @ followed by their username. This will alert the user to the fact that you've tagged them in a post.

Normally, when a user is alerted and they are friendly to you, they'll interact with the post, liking or leaving a comment for you. This accomplishes two things. First, it will put your post in other user's feeds, users who might not be following you. The second is that it may open up a dialogue between you and another user, which is great for fostering even more of a connection.

However, it is important to make sure that you are tagging a relevant person to your post. Either the post should be something pertaining to them or at the very least, be a part of their interests. You don't want to try and tag random people with the hopes of pulling them in to look at your posts. That might just irritate them, especially if they don't know you.

Mind the Time:

Choosing the right time to submit your posts is vital if you want to get the most likes possible. This is because Instagram users are only active during certain times of the day, usually around times such as noon, during lunch breaks, in the early morning before work or in the evening right before bed.

Avoid Purchasing Likes:

One temptation that may present itself is the ability to purchase likes from online companies. Many times, these companies promise that you'll be able to get hundreds, if not thousands of likes, in exchange for a few measly dollars. The idea of getting a lot of fake likes (or even fake followers!) might excite those who are looking for a faster way to generate more buzz around their Instagram page. However, purchasing likes is like purchasing fool's gold, it won't provide you with any value and just wastes your money.

The problem is that likes by themselves have no inherent value. If you have a thousand fake people like a post, you aren't really making any connections or friends. People don't base whether they like a post or not on how many people have liked it. Rather, they like a post based on how relevant and valuable it is to them.

In addition to the fact that purchasing likes has no inherent value, it can also be seen as suspicious activity on Instagram's end. They may end up purging these followers and, in fact, if you do get caught purchasing likes, you could lose your account.

Instead of wasting money on generating false likes, it's simply better to just use promote your post through Instagram advertising. You will be able to get a specific number of likes based on the money that you spend in your campaign, but the difference will be that a real person who makes purchasing decisions will be the one to like your post. It's better to spend money and get real results than it is to spend money on poor imitations.

Chapter 9: Instagram Stories for Marketing

Facebook owns Instagram. This means that when you want to set up a paid advertisement campaign on Instagram, you're going to be doing it through Facebook business manager. In fact, most of the principles of Facebook advertising are similar to Instagram marketing. You can even simply check an option on your Facebook ad campaigns to run your ads on Instagram as well.

However, there is one specific type of advertising that is available exclusively to Instagram. This is known as Instagram Story Ads and, if used properly, these ads can be extremely useful for generating awareness and driving conversion.

Instagram Stories:

Instagram Stories is a special feature for Instagram that allows for a user to record a video on Instagram. The story only remains online for 24 hours. After the time period has expired, the Instagram Story is deleted, gone forever.

You may be wondering what the point of an Instagram Story is, especially if it simply vanishes after 24 hours. Wouldn't it be better to create content that stays around for good? Not necessarily! Instagram Stories are exclusives pieces of content that reward followers for paying attention to their favorite Instagram users. They are able to enjoy these experiences for a short period of time, knowing that what they got to see is only around for a limited amount of time. This means that they are getting to engage with content that only a small portion of people will ever get to see.

Instagram Stories allow for businesses to create interesting, unique and short-lived content that rewards users for their loyalty. Only those who follow your Instagram page will be able to see whatever it is that you have to offer. This creates incentive for people to both follow your

page and to pay attention when you release stories. After all, a story won't be around for long, so it drives them to engage rather than put it off for later.

Instagram Story Marketing:

There are two types of ways that you can use Instagram Stories for marketing. The first is to simply create your own stories for the purpose of organic marketing. There are many different techniques and methods that you can use to get the most out of your Instagram Stories. Let's take a look at some of the options that you have.

Announcements:

Short, limited time announcements are a great way to generate buzz on your Instagram. Since only those who are actively following you will have access to this information, you can let your followers from other platforms know that you will be making an announcement only on that platform. This will drive more people to follow you on Instagram, which in turn will increase your social media clout.

Promotions:

Some businesses opt to use Instagram Stories to create what are known as Flash Deals. You can essentially create a promo code that is for those who take a look at your story. You can run a short-lived deal, offering steep enough discounts to interest and excite your customer base. On top of that, if they know that deals are likely to show up every now and then, they will most certainly want to pay attention to your stories. But, be cautioned, you don't want to create too many flash deals in a short amount of time. This can create fatigue or at least the sense that special deals are coming down the pipeline all the time, meaning the consumer can just wait for the next deal to show up. Remember, you want to create a sense of scarcity with these promotions.

Countdowns:

If you want to tease your viewers about some brand-new product coming out or a special announcement, you can actually create a countdown on your Instagram Story. All you have to do is use the countdown sticker options. Then, viewers will be able to actually follow the countdown, meaning that they will receive an alert when the timer reaches zero. This is a great way to both generate buzz about whatever you are releasing or announcing while also ensuring that your followers will know about the release announcement when the countdown is over.

Contests:

You can also use Instagram Stories to announce and run contests. These contests allow for you to do things such as picking a winner randomly from whoever comments on a specific post, to simply linking them to an external site where you're running the contest. Of course, in order to do that, you'll need to make sure that the link is available for them to access through your profile page.

Paid Instagram Story Advertising:

Organic reach has its limitations, of course. While it's fine to use to Instagram Stories to help promote your brand, give exclusive sneak peeks and run contests, these stories will only show up in the feed of your followers. However, with paid Instagram Stories, you can run ads that will show up in front of the audience that you define to be most relevant.

A paid Instagram story is made differently from a regular story. You are able to create the story ahead of time, professionally editing it however you like, so that it functions like a little movie. Then, when the ad is running, it will show up *between* Instagram Stories that a viewer is browsing through. For example, if a viewer is looking at a friend's story, but then moves to watch a second one, your ad may show up in between. The ad will be full screen and can't be skipped. This allows for you to fully advertise for a short period of time.

Running a story ad is fairly simple, you just set it up through Facebook and put in the perimeters, just like any other kind of ad. However, you will need to spend quite a bit of energy creating a story ad that will bring you returns. Let's take a look at a few of the factors that a story ad needs in order to be able to work properly.

Attention Grabbing:

When your ad appears in front of an Instagram user, they are a captive audience. They don't have the option to skip through until the ad is finished. However, just because they don't have the ability to skip the ad doesn't mean that they are required to pay attention to it. You will have their attention only for a brief moment, at the beginning. A good advertisement is one that is able to quickly catch their attention, enough so that they are willing to sit through the ad.

Remember, attention is one of the most valuable things in advertising. If you can get the customer to even display a small sense of interest in what's in front of them, they'll be far more willing to accept your message.

There are different ways to grab attention. It really depends on the type of ad that you are looking to run. Bright visual colors, catchy music, surreal or strange situations, all of these can help draw a viewer in deeper. Be interesting. Be fun. But most of all, don't be typical and don't be boring.

Create Emotions:

One of the core components behind advertising is helping your viewers experience some kind of emotion when they watch your ad. If you can get your customer to have an emotional experience upon seeing your ad, it will help create a better connection to the product or service you are offering. So, when working to create an ad, you will want to focus on the type of emotion that you want to instill in your viewer.

Add Music:

Music is a great way to help convey a mood and emotion in an ad, especially when you only have a short amount of time to really talk about the product. A catchy ditty, a beautiful theme song or even just a few notes on a guitar can make all the difference in the world when it comes to running an ad. Just note that whatever music you end up using, try to make sure that it sounds good, isn't annoying or jarring in any way. You want to make sure that you create a positive customer experience with your music.

Stay Simple:

If you're not opting for a full-blown ad production, there are still plenty of ways to create fun, effective story ads. You can keep things simple by creating a background for the ad, add some copy to it and then throw in a few graphics that match the vibe you want to convey. These simple story ads don't require much in the terms of entertainment value but can still quickly convey what you are wanting to advertise to your viewers.

Chapter 10: Using YouTube for Business

YouTube is a much different platform in terms of social media. While most other platforms are designed to highlight interaction between people, YouTube is really about content delivery. At its core, people interact with YouTube, not for the community options that are available, but rather for the purpose of accessing and consuming the content that they are interested in.

YouTube offers businesses two options when it comes to social media marketing. The first option is to become a content creator, working to create video content that is useful for your customer base. The second option is creating and running paid advertisements on YouTube itself, allowing for you to get your message in front of relevant customers.

Creating Content to Promote Your Business:

You may be wondering if the process of creating videos for YouTube is worth it for your business. After all, you most likely aren't planning on embarking on a professional YouTube career, working to get millions of viewers per day. Doing so is an exhausting effort and truthfully, is an entire business in itself.

Yet, while you may not be interested in the amount of work required to create a YouTube career, it's important to note that by creating your own content, you can greatly promote your own business.

When customers begin researching your products and services, they are most likely going to be looking for hard evidence that the product will help them solve their problems. By having a central location, such as a YouTube channel, where prospective customers can visit and watch your products in action, you'll be increasing the chances of a conversion. On top of that, you can create all sorts of different content that will directly help your customer base,

such as tutorials, FAQs, product announcements, etc. Let's take a look at the different types of videos that you can create for your business.

Tutorials:

Customers often struggle with complex products all the time. If the product that you have is complicated or requires construction, then you might want to consider making tutorials for those products. The videos themselves don't need to be terribly flashy or over-produced. Rather, they just need to convey all the necessary, step by step actions required to make the product work.

The value of creating these tutorials is that it will help to generate goodwill from your existing customer base. The fact that you are willing to take time out of your day to create these videos and aid your customers with their problem will reflect well on you. On top of that, a potential customer who is curious about how hard it is to build or use the product will be able to watch and get an answer to their questions

How-To's:

In addition to creating tutorials, you can also work to create how-to guides meant to help customers and followers solve problems that aren't necessarily related to your product but are related to your niche. This is a community service and it has the benefit of helping consumers become aware of your product. You are free to pitch your product or website at the end of the video, but if you focus on solving a customer's real problem first, they will be more open to the message that you have at the end.

Product Demos/Advertisements:

Seeing a product in action is far better than simply imagining what the product can do. By creating product demos, meant to advertise the features and functions of your product, you will be able to help your customers make a faster purchasing decision.

Interviews and Behind the Scenes:

On top of creating videos meant to promote products, you can also create videos meant simple to promote your company. Shooting a few behind the scenes videos and some interviews will help give your business a sense of depth.

Qualities of a Good Video

If you've decided that you want to create videos for YouTube, then you're going to need to put in the necessary time and energy to make it look and sound good. This can be a bit of work, especially if you're just starting out in the video creation process. However, the good news is that the minimums to making a good video aren't fairly stringent, and once you learn the few underlying principles of good video quality, you can replicate it fairly quickly. Let's take a look at a few different qualities that you'll need to focus on when creating videos.

Audio and Visual Quality:

In general, you don't need to have extremely expensive filmmaking equipment, especially if you aren't going to be doing anything fancy. Usually, an iPhone can record most things well enough and if you want to upgrade, there are plenty of good cameras that you can get for under $500. As long as you keep the camera stable and focused, you shouldn't have too much trouble operating the camera.

However, while video quality is important, you must also make sure not to neglect audio quality. Most equipment used to capture video doesn't do that great of a job capturing audio, so you'll need to make sure that you invest some money in a separate microphone, especially if there's going to be extensive talking in the video. A good recommendation for a stand-alone mic with plenty of functionality would be the Blue Yeti. It works well, captures great audio and doesn't require anything other than a laptop for recording

Lighting:

Another factor to consider is lighting. If you're going to be showing products off, then you're going to need to make sure that you have a good lighting set. Most kits are fairly inexpensive and will include all of the necessary components to taking great videos that are both clean and crisp.

Script:

Unless the event that you are recording is a live one or meant to be behind the scenes, then you're going to want to put an effort into creating the script for your video ahead of time. A script, even if it's just a general one, will help your actors to stay focused in the video, stay on topic and most importantly, deliver all of the relevant facts to the viewer.

A good script gets to the point as quickly as possible. Some viewers don't have a lot of patience, especially when it comes to watching a video meant to help them solve a problem. Clicking on a video that promises to help solve a problem, only to find yourself waiting 5 minutes as the video talks about something irrelevant can be frustrating. In some cases, these viewers may even end up exiting in the video and going to look for another guide.

If you want to stop this from happening, then start out with the information that the viewer is looking for. Bring this as soon as possible. This will help satisfy their needs and more importantly, encourage them to finish watching the entire video. Then, as the video winds down, you can pitch your website, your products or whatever else you want to share with them. Remember, provide value *first* and once you have earned that connection with the viewer, then talk about what you want to talk about.

Search and Recommendation Algorithms

YouTube is a mix between a content discovery engine and a search engine. YouTube viewers have a recommended feed, that is constantly showing them video recommendations that the algorithms believe are most relevant to the user. On top of that, searching for generic

terms will bring up the most relevant videos possible, so that users are able to get the best viewing experience.

There are a few factors that go into the YouTube search algorithms. The first and foremost is viewing time for a video channel. The more hours that a video is watched, the more likely it is to show up on the recommended list or in the search bar. While views are important, a view doesn't hold as much value as viewing time. If ten people click on a video, but only one watches it all the way to the end, YouTube will get an understanding that the video itself isn't very valuable. It will rank the video accordingly and it most likely won't be recommended.

Another way that YouTube ranks videos is by their descriptions. By adding the proper keywords to your descriptions, you will be increasing your chances of YouTube finding your video when someone types in a search. It's important to make sure that your keyword usage is organic and doesn't include heavy strings of random keywords stuffed together. The old SEO practice of keyword stuffing is long dead and most search algorithms actually work to ignore that practice.

Instead, just create video descriptions that organically include the proper keywords that are relevant to your niche. On top of that, if you really want to increase the chances of the search engine picking up your videos, you should also include subtitles, which will be indexed by the search engine. Then, it will be keenly aware of all the keywords you are using in your video.

Creating a Video Title:

One of the most important aspects of getting people to watch your videos is to make sure that you have an interesting and relevant title. As a rule of thumb, you will want the title to be as self-explanatory as possible. So, if you're posting a video that helps with solving a tech problem, simply title it as "How to Solve X." You might want to add a few descriptive words that will help pull the viewer in, such as "Fast Ways to Fix X," or "Ridiculously Simple Fix for X."

These types of descriptors are useful for drawing a consumer in and getting them to click on the video itself. Unless they have specifically set out to watch your video, you're going to have to rely on the title and the thumbnail to convince someone to click on your video. A catchy, straight forward title with good descriptors is a good way to go.

However, you must take care to avoid creating titles that are known as "clickbait." These titles often having shocking or extremely interesting ideas presented to the viewers, but when you click on them and actually watch the video, the title is somewhat exaggerated or even irrelevant.

Be honest with your titles. It may be tempting to exaggerate or present false information in order to get people to click on your video, but they won't stick around for the whole thing. Viewing time is regarded as more important than simple clicks, so don't take the risk.

Growing Your Channel:

Once you've created your YouTube channel, you'll want to increase the number of subscribers that you have. However, it is important to realize that unless you are seriously focusing on growing your channel, subscriber amount isn't the most important thing in the world. When it comes to things like product demos or tutorials, the numbers of views will most likely not climb terribly high at first, however, these views themselves are valuable because they represent a customer who is looking to you for assistance with your products.

What you want to focus on is creating ways for your consumers to be able access your videos easily. The easier it is for potential consumers and your current customer base to locate and enjoy your videos, the better chance your channel has of growing. The best way to do this is to simply embed your videos directly onto your websites. If you have a landing page for a specific product, you can put the video demonstrations of that product directly on your page.

In addition to embedding videos on your website, you can also circulate your new videos through other social media platforms, such as Facebook or Twitter. This will help spread your video around and may bring more people to your YouTube channel.

Engaging with Commenters:

Of all the different social media platforms out there, YouTube has the reputation for having the roughest commenter community. While other social media platforms generally require individuals to interact with each other as a back and forth, YouTube comments really just function as a word board. Anyone can post a comment on YouTube, and while others may reply, there isn't much of a focus on creating back and forth dialogues with one another. Worse yet, YouTube often has an influx of trolls and combative individuals who are interested in simply causing trouble.

Every business has different policies when it comes to dealing with comments on their YouTube channel. Because of the inflammatory nature of many commenters, some businesses simply opt to disable comments on their videos. This is a great way to stop any kind of problematic behavior, but at the same time, it does deny other people the right to have a voice. YouTube is still a social media platform, and some of your viewers may have thoughts or questions that they wish to express. Disabling comments simply cuts them off and keeps them at an arms distance.

Instead of removing the ability to comment wholly, it's better to just keep strict community guidelines on your channel. You have the ability to moderate comments, and it would be best to make use of those tools, especially if you are dealing with trolls who are only interested in causing trouble.

Replying to people who leave questions and comments on your video is a great way to build rapport and even convert them into subscribers. Pay attention to those who comment, find ways to answer questions and look to address legitimate criticism. Don't worry about those who seek to detract or mock your work. It's easy to criticize online, especially when you're

almost completely anonymous on the internet. The best way to handle those types of people are really just to ignore them. Focus instead on the voices of consumers who would benefit from your attention.

Chapter 11: The Fundamentals of YouTube Advertising

Advertising on YouTube is a serious endeavor. If done right, you can generate quite a large number of conversions, build up brand awareness and even help promote your own channel. However, YouTube advertising is no small expense. While the cost of running the ads can vary, there are initial costs associated with creating the YouTube ad itself. However, since a YouTube video ad is essentially a commercial, we won't be covering how to make one. Instead, we'll be discussing how YouTube advertising works, how you can get the most out of your advertising dollar and the different types of YouTube ads available.

AdWords

Since YouTube is owned by Google, you're going to need what's known as a Google AdWords account. AdWords is their advertising system that allows for you to advertise through Google's search engine. Outside of video ads, AdWords is a paid advertising service that will put your website links first after specific searches are made in Google.

Creating an advertising account with Google is fairly simple. Once you do that, you'll need to link your YouTube channel to the account. This will allow for you to select which videos you want to be shown when running an ad.

Ad Types:

YouTube has a few different types of advertisements available for you to utilize. These all have different costs and benefits, depending on what your goals are.

TrueView

TrueView ads are created with both the advertiser and the consumer in mind. There are two different classes of TrueView ads, In-Stream and Video Discovery. A TrueView In-Stream video ad can run for as long as you like, but consumers always have the option to skip after the first five seconds. If the viewer skips before 30 seconds are up, you aren't charged for the ad spot.

The value behind this is that you won't end up boring customers or consumers who aren't interested in your product. And, since you can run your ad for as long as you like, a consumer who *is* interested in what you have to say will be more than willing to sit and watch the entire thing. This really is a win-win situation when it comes to advertising.

The second type of TrueView ad is known as Video Discovery. Video Discovery simply means that your video is placed in key locations on YouTube, usually at the top of the recommended videos or in the search section. This simply sticks your video up at the top and allows for consumers who are interested to click on it and watch your ad. You are charged, however, every time a viewer clicks on that ad, regardless of how long they watch it.

Unskippable Ads:

If you'd prefer that your viewers see the entirety of your ad, without the option to skip, then you'll need to simply use either the pre-roll or mid-roll ad option. Pre-roll is an ad that is placed at the very beginning of the video and mid-roll ads will show up in the middle. Both are unskippable and have a maximum time of 20 seconds. However, times are paring down somewhat, and 15 seconds is becoming the norm in terms of unskippable ads.

The cost for pre or midroll ads is what's known as CPM or cost-per-mille, meaning for every 1,000 views, you are charged. The rates, of course, vary based on a number of factors, including the ad space that you are targeting, the number of advertisers who are trying to move into the same space and the number of viewers who usually watch the types of video you are advertising in front of.

Bumper Ads:

A bumper is an extremely short ad, lasting to a maximum of 6 seconds. They are unskippable, just like pre and midroll, and they have the same fee structure. The big question would be, why use a bumper ad? Six seconds might seem very short, but the purpose of a bumper ad isn't to outright call for action. Rather that short of a time will increase what's known as ad recall lift. Ad recall lift represents how many people will remember your advertisement within a period of two days. By running small, quick bumper ads in conjunction with a larger advertising campaign, you have a greater chance of helping customers remember your ads. And if they remember your ads, they may end up deciding to check it out after a while.

Another valuable asset that bumper ads bring is the fact that they are short. Most consumers these days don't particularly enjoy ads and would much rather get through them as quickly as possible. By having these short, six second ads, you can tell your viewers about your product or promotion quickly, without having to worry about them becoming annoyed by your ad length. It's quick, effective and will help them remember you later on.

Targeted Advertising:

Once you have a general idea about the type of ad that you want to run, you'll need to make sure that you have all the data necessary for targeted advertising. Fortunately, Google's advertising systems are quite powerful, able to get your ads in front of the most relevant audience possible, provided that you have the right data for them.

The first and most important type of data to use is the right keywords. You may have a general idea of what kind of product you're going to advertise, but you'll need the right and most relevant keywords possible if you want to put your ad in front of the right people. Google has a keyword planner tool that you can use when setting up your ad. This planner will help you shape which keywords you want to target. You'll be able to see which keywords and phrases are being searched for on Google and which ones are the most relevant to your

target audience. In general, you'll want to select keywords that are being searched often and by a large amount of people. This will maximize your chances of exposure, since you'll be tapping into an extremely relevant group of people.

The other types of data that you can use for YouTube Advertising involves demographics, user interests, life events and purchasing decisions. Google offers a tremendous amount of options and they are, for the most part, self-explanatory. This is one of the most important aspects of advertising, of course. The better you are able to target your audience, the more relevant your ads are and that translates to generating higher levels of conversion. Take your time and don't rush through these sections. Do everything in your power to fill out as much of these options as possible, so you have a wide, relevant audience to put your ads in front of.

Video Remarketing:

Google is able to keep track of its user viewing habits. As such, they are able to directly target people who have watched your videos or are subscribed to your channel. This practice is known as video remarketing and it is similar to Facebook's retargeting. Remarketing allows for you to create lists based on the type of viewer that you want to target. For example, if you've been doing a series about Product A, and you have 2,000 views of that product, you can create a list out of those viewers. Then, when you run your next advertisement, you can place the ad right in front of those viewers.

Remarketing is an extremely effective way to sell your products, primarily since you already know that they have demonstrated some level of interest in what you are selling. They are considered to be warm leads and as such, will most likely respond positively to your ads.

On top of that, you can also use remarketing to further hone the efficiency of the video ads after they have finished a run. If your video was displayed in front of 3,000 people, you can retarget those same 3,000 viewers later on. This is exceptionally useful when it comes to using TrueView ads, which only count a view if a consumer watches the video for thirty seconds, or until the video ends, whichever is shorter.

Since TrueView ads are opt-in, meaning customers choose to sit and watch them, they are already warmer leads than those who chose not to watch the ad at all. You can select a different, more targeted video ad to run in front of these people who have already expressed interest. This will generate a much higher return on investment.

Evaluating Analytics:

Just like with Facebook ads, running ads on YouTube is all about analytics. Once you've run a few ad campaigns, you'll have the numbers to be able to determine the efficiency of your ad campaigns. From there, you'll then have to evaluate the data and determine which ads are worth keeping, which ads are underperforming, and which ones should be reworked. Remember, when you're just starting out with advertising campaigns, you shouldn't be discouraged if you aren't seeing stellar results right out of the gate. Advertising campaigns take time to fine tune, but each time you run them, as long as you are willing to work with the data you receive, you'll be able to improve them over time. Combined with a solid video remarketing strategy, you'll be able to increase your conversion rates in no time!

Chapter 12: Why You Should Use Pinterest

Pinterest can be one of the more overlooked social media platforms. For the most part, Pinterest ranks lower than the top social media companies when it comes to monthly active users. This can often lead it to be seen as growing increasingly irrelevant, especially by those who are just starting out in the social media marketing world. However, while it is true that Pinterest is a smaller platform, Pinterest has an advantage that the other social media platforms don't. Pinterest users primarily use the platform to plan out what they want to purchase in advance.

This has tremendous implications. The first and foremost is that consumers don't actively avoid sales pitches or images meant to promote products. Since they intend to use Pinterest to plan what they want to buy in the future, most of the users are open to poking around, looking at all of the interesting products that are being discussed and then saving them for later.

Since Pinterest is primarily a consumer platform, you will have greater levels of opportunity to share and sell your products. People who visit Pinterest are open minded, often looking to the site for opportunities to embark on new projects, look for new products and otherwise improve their own lives. They are searching for recipes, ideas, decorations and projects that will occupy their time.

When a Pinterest user finds a post that they like, they will pin it to their collection, known as their board. Boards are often separated by users into different types, depending on the overall purpose the user has for that board. For example, decoration pins could be pinned the board labelled "New House." This board may also include housing designs, furniture and other types of posts that would be thematically appropriate to setting up a new house. Once they have pinned a post, they will be able to revisit it whenever they like. Furthermore, people can see each other's board and draw inspiration from them.

This creates a highly concentrated network of individuals who are most likely to make purchasing decisions. While they might not necessarily convert immediately, the act of adding a pin to the board will serve as a reminder that specific products or ideas exist. This can be extremely valuable for your brand, especially if one of your products is pinned to a board. That essentially serves as a reminder to potential customers that your product exists. This increases the chances of conversion.

Pinterest is an exceptional platform when it comes to business to consumer relations. You can promote your own brands, create interesting and engaging pins and even create your own boards for consumers to follow along. Let's take a look at each of the features that Pinterest offers to business owners.

Pins:

In Pinterest, a post is referred to as a pin. A pin is either a photo or a video that you upload. Unlike other social media sites, when you click on the pin itself, you will be taken to a link of the original picture's website. So, this is a great way to help direct people to your website organically. If a user sees a pin and wants to know more about it, they'll have the link take them to the direct source.

As a business user, you're going to be primarily relying on creating your own original pins in order to distribute over Pinterest. Pins have descriptors that you can write. When writing in these descriptions, it's important to include accurate and relevant keywords, writing them out as hashtags so that others can find your content.

Boards:

Pins go on boards. A board is a thematic collection of pins, created by users. You'll most likely want to create your own boards, varying them based on different themes and ideas that are relevant to your business. Remember, other Pinterest users will be able to find your boards, so make sure that they are relevant to your target demographics interests.

Advertising:

One of the bigger challenges in Pinterest is discovery. There are a *lot* of pins constantly being put up and it can be easy for your pins to get lost in the shuffle. Organic searches only go so far. If you want to ensure that your pins are actually seen by users, you're going to want to take advantage of Pinterest's advertising engine.

The primary method of using Pinterest for advertising is creating what's known as Promoted Pins. A promoted pin is just the same as a regular pin, except that it will be displayed in front of relevant users. Just like any other advertising engine, the target can be highly specific, and you will be able to increase your reach than if you were just to use organic marketing.

In order to create promoted pins or videos, you'll need to create a Pinterest for Business account, or just simply switch over your regular Pinterest account to a business account. This is free and can be done quickly.

Once you have a Pinterest for Business account, you'll not only be able to create campaigns to run promoted pins, you'll also be able to evaluate the metrics that Pinterest provides. Pinterest keeps track of how many people click on your pins, which pins get the most views and other such important metrics. You'll need these when it comes to evaluating the efficiency of the pins you are posting.

Who is Pinterest Best For?

Pinterest is best for business that are looking to increase their brand authority, sell products to consumers and generate awareness. The majority of Pinterest users are women, who are also the primary decision makers when it comes to consumer decisions for a household. A significantly smaller userbase of men exist and use Pinterest on a daily or monthly basis. So, if you are looking to sell products that skew towards women or is geared directly at women, Pinterest is one of the best possible platforms you can use.

Pinterest Categories

While Pinterest has a wide array of categories and users can create pins about whatever topic they like, some categories are considered to be the primary drivers behind Pinterest. If you have a business that is relevant or adjacent to these categories, you will have a significantly easier time entering the Pinterest market. However, if you find that your products fall outside of these categories, you might not see as promising results. This doesn't necessarily mean you won't be able to find success in using Pinterest, it's just that you won't know the degrees of success until you try it out. Let's look at the top 8 categories in Pinterest for 2019.

Travel:

Travel is the unabashed king of Pinterest in 2019. Pinterest enables those with a wanderlust to find great deals, learn about different and interesting places in the world and live vicariously through other travelers. In fact, according to Pinterest, a traveler is more likely to use Pinterest to make travel plans and decisions than a typical travel agency.

Health and Wellness:

Fitness, living a healthy lifestyle and food recipes are extremely popular on Pinterest. 2019 continues the modern trend of individuals continually seeking to live healthier and more

productive lives. With health and wellness being such a large category, those who have health products to sell or fitness routines to share on their blogs are getting quite a bit of attention.

Hobbies and Interests:

Pinterest users who are interested in hobbies are primarily focused on arts and crafts. Things such as painting, pottery and gardening are extremely popular categories in 2019. People often look to Pinterest in the hopes of getting inspiration for the next hobby to pursue and as such, there are plenty of opportunities to advertise in specific hobby niches.

Celebrations:

Weddings and birthdays have a large number of elements to them, from decorations, to ideas, to cakes. Pinterest users often look for inspiration and instructions on how to make the most out of their special occasions, using Pinterest sources to find recipes for these celebrations.

Food:

While health and wellness may contain a large number of recipes, food as a standalone category comes in 5th place for most popular. People are always on the hunt for all sorts of recipes to use, ranging from a hybrid paleo-vegan diet known as Pegan, to simple bread baking tips.

Home Projects:

Another extremely popular category for Pinterest is Do It Yourself projects, mostly pertaining to home and garden. People are looking for either inspiration to create new looks for their homes or are searching for practical, step by step advice on how to create specific types of furniture.

Men's Style:

While men might not make up a large percentage of Pinterest, they do, however, still make purchasing decisions, especially when it comes to personal style. Men's style comes in at 7th most popular category for 2019, which indicates a trend of more and more men coming to look at style as something to be concerned with.

Women's Style:

Coming after men's style, women are still using Pinterest to look for new clothes and style ideas. One area that is trending in this category is sustainable fashion, as more and more

consumers are becoming conscious of the toll that certain types of fashion products can have on the environment.

Chapter 13: Creating Pins that Capture Interest

When it comes to using Pinterest, your primary goal, like any other social media site, is to have people look at and interact with your posts. Doing so, on this platform, however, requires that you have a keen understanding of what users are searching for when they are using Pinterest.

Pinterest users are looking for *actionable ideas*. They are either searching for inspirational posts that will help get their creative juices flowing, concrete ideas that they can replicate or a mix of the two. While Facebook and Instagram users tend to be looking for all sorts of content, primarily for the purpose of entertainment, Pinterest users want to have something to do at the end of the day.

This should shape your overall approach to creating Pins for the platform. You don't simply just want to throw up a few clever pictures or infographics and call it a day. Rather, what you want to do is create pins that are actionable in some way. Instructional, guides, how-tos and demonstrations are all great ways to catch the attention of users. More importantly, they are great ways to help move the user from Pinterest to your own websites.

The nature of Pinterest means that users don't worry about moving to the source site. Since clicking on the picture will take them to a specific link, they will be expecting to learn more about your ideas or projects presented to them. In fact, if you have information that they find valuable enough, they will be eager to see what else you have on your website.

So, if you want to successfully use Pinterest, you're going to have to focus on crafting Pins that will draw in attention. Let's look at a few qualities that good Pins have.

Unique:

Original content is always welcome by just about any platform, but especially so with Pinterest. Why? Because when you create unique content, you have the ability to brand it with your specific brand colors and logo. Branding is extremely important when it comes to using Pinterest. While you still want to adhere to the basic rules of posting things that provide value to others, you do want Pinterest users to associate your helpfulness with your brand.

A strong, visual brand in a primarily visual platform like Pinterest means that users will be able to quickly identify your pins. This will be invaluable when it comes to promoting your products later on.

However, the only way that you can attach your brand identity to a visual post is for that post to be original content. You can't attach your brand identity to some else's content, or else that would be considered stealing. And of course, stealing someone's content is a terrible way to promote your brand.

Usefulness:

While other social media platforms often rely a mix between educational and entertaining posts, Pinterest users aren't necessarily looking to be entertained. Often, the act of browsing boards, searching for interesting ideas and being inspired is a form of entertainment. In general, rather than seek to create content that is entertaining, it's better to work on providing useful content that either inspires or educates. Those two categories alone are what primarily makes up the bulk of Pinterest and it is what users are looking for when they visit the platform. Remember, Pinterest is a website of action and activity.

High Quality:

Pinterest is a visual medium, above all else. While there is certainly room to write well in the descriptions, for the most part, a viewer is going to make a judgement based on the picture they are seeing. Therefore, it is of the utmost importance that your pins use high quality images that are beautiful and enjoyable to look at. On top of that, you'll also want to make

sure that the text on the images are easy on the eyes and readable. There have been many a pin ruined by the fact that the text was far too tiny for most people to read.

Trending:

Part of getting a pin noticed is learning how to pay attention to what is trending in the Pinterest world. The cyclical nature of holidays means that most of the time, you will have easy to predict topics coming up. Creating content that is relevant to whatever is trending at the time will get your pin to show up more often. This might be a little time consuming, especially if you're creating original content for whatever is trending, but it can be very rewarding, especially if you don't have the money for paid advertising.

Schedule:

One of the good news about Pinterest is the fact that their posting schedule is significantly more open to multiple posts than other platforms. In fact, it is recommended that you post upwards to ten times a day on Pinterest! That can be quite a large amount of posts, especially if you don't have a lot of original content written up. But don't worry too much, it would be good to spend a good solid few weeks of developing content that you can use for Pinterest and then schedule your posts out to upload a few per day. You don't want to outpace the stockpile of content that you have aggregated, so make sure you time it out so that you have a buffer. Then, while your schedule posts are uploading themselves over the next few weeks, you can use that time to develop and aggregate more content to use for Pinterest.

Writing Good Descriptions:

While images are the one thing that will get users interested in a post, you may have more to say about the subject. The description is a key area for a pin for multiple reasons. First and foremost, the description sections are where the keywords will go. You need keywords if you want your posts to be found through Pinterest's search engine.

The best way to incorporate keywords is organically writing them as part of the description. Avoid keyword stuffing or trying to repeat certain keywords plenty of times throughout the description. For the most part, search engines will ignore or even punish pins that have too many keywords strung together. A lot of times, keyword stuffing simply looks like a bot created the pin and as such, may end up unlisted. Instead, you'll want to incorporate the keywords organically and then, once you've finished writing the description, you can add the hashtags at the bottom.

A good description doesn't need to be any specific length. If you have a lot of information, feel free to add as much as you are able to with the character limit of 500 characters. If you feel that you don't need that much information, only include the relevant keywords so that you are still able to show up in the search engines.

Be Inspiring

It's important to remember that while the people who are using Pinterest are far more open and willing to make purchasing decisions, that isn't the only reason they are there. Most of them are searching for the things that inspire them, that help them come alive. Your goal as a Pinterest marketer should be to help your followers and potential customers to achieve their goals and desires. Just because Pinterest has a higher degree of people who are looking to buy things doesn't mean they only want to be sold to. Avoid being too salesy and self-focused. Stick to the rule that dictates the majority of your posts should be about providing value for the consumer. The more a Pinterest user comes to enjoy and trust the content that you create, the more natural of a relationship they will have with your brand. When it comes to finally making the purchase decision, if you have built up a good rapport and played your cards right, the customer will most likely remember you as the better choice.

Keep an Eye on Competition

Chances are, if you're using Pinterest, your competitors are as well. You should take some time to look at how your competition is creating posts, how frequently, what the types of posts they are making, etc. and evaluate the effectiveness. Are their posts being pinned a lot? Do you see a lot of their work on different boards? There's nothing wrong with paying attention to your competition and taking notes on their strategies.

The best practice for this is to simply look at the top five companies that are in the same field or adjacent to you. Look at how successful they are in their marketing strategies and find out ways that you can adopt their methods. By learning through observation, you'll be able to take already successful strategies and improve your own Pinterest game. Of course, you'll want to make sure that you don't take their content or plagiarize them in any way, but the fact is, your competition is an extremely valuable resource. Don't neglect to keep an eye on them!

Made in the USA
Lexington, KY
17 June 2019

ISBN 9781070682303

T5-ANY-888